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EXCLUSIVE INTERVIEW

LAWYERS ARE RATS

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'Thanks to Bettman's wholesale slaughter, I am growing more and more fond of junior hockey'

THE WAR AT HOME

HOW REFRESHING and rewarding to finally read an investment press article in the venture of remaining in Afghanistan because we are making "respectable progress" ("Writing in Afghanistan," National, July 13). I applaud Maclean's for providing balanced coverage of Canada's supposed efforts to rebuild this country and to banish the very real threat to not only Afghanistan, but also our security here at home.

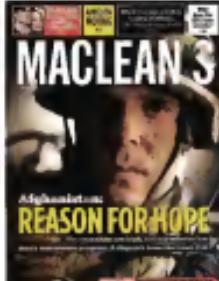
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structure to guarantee a clean water supply, police security and fundamental human rights. When the citizenry is empowered by knowledge and professional techniques, then our job will be done and we can get out.

Chris Baumgart, Wyoming

SOLDIERING ON

I CANNOT FAULT your columnists Andrew Porter's logic in his article about the mission in Afghanistan ("Support the troops, but not the war," Sunday hypercube, July 21). If you want to win, you must go all in. Soldiers deserve a war right in their employ.



STRUCTURE to guarantee a clean water supply, police security and fundamental human rights. When the citizenry is empowered by knowledge and professional techniques, then our job will be done and we can get out.

Chris Baumgart, Wyoming

RUMBLINGS ON FESCHUK

SCOTT FESCHUK's conundrum on a variety of subjects never fails to bring a smile to my face, and occasionally a guffaw of laughter. However, in take on the new diet drug Adipod, he's falling with laughter and brought tears to the eyes of everyone I showed it to ("How to lose weight: find friends with one pill," Column, July 8). Such subjects always amuse people. This article was a gem.

Richard Wyford, Vancouver, B.C.

I HOPED I'd ENJOY Scott Feschuk's wry, if sometimes ornithological, column. I was highly offended, however, to find that Feschuk had included transvestism as a model of the drug Adipod's potential side effects. Transvestism is not an unpleasant bodily affliction, it is a gender identity. Would that transvestism be acceptable (or preferable) if it had referred, instead, to barnswallowability?

Elyse Maltz, London, Ont.

HOCKEY PEEVES

THANK YOU for your article about the NHL, and the urge to bring a pro-hockey team from the United States to Canada ("Shut out of the NHL," Newsweek, July 8). It seems to me that NHL Commissioner Gary Bettman is more interested in the sales of jerseys and truck seats than the rich history of the game. I'll hold on to my love of NHL, but I'm growing more and more fond of junior hockey thanks to Bettman's wholesale slaughter of a great sport.

Ken McPhee, Calgary

IT IS HIGH TIME that the people of Afghanistan took control of their own destiny. Yes, the world would much prefer help. This is a moral obligation on the part of all responsible nations. But the help has to be in the form of health care, education, and infra-



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Highs in the 30s, and the outlook's cloudy



ANDREW POTTER

It is by now clear that Stephen Harper is never going to win a majority government. The only question, then, is what is to become of the Conservative party in Canada.

Since the election [in]uary 2006, Harper's polling numbers have bumbled around a bit, but always within a fairly narrow band in the mid-30s. At worst the Conservatives are down around 31 per cent, in a dead heat with Stéphane Dion and the Liberals. As best, they're up at 37 per cent, more or less where they were on election day. Either way, the party is squatting in a wheel-happily stuck in the unwillingness of minority government.

Overall, it is a much blander outlook than in the months after the election, when the Liberals were thoroughly demoralized and many were predicting Harper would be prime minister for as long as he cared to keep the job. The feeling was that the 2006 seats that the Conservatives had then gained were like a set of parliamentary training wheels, and that once they had found their balance and gained the trust of the country they would be rewarded with a proper governing majority.

It hasn't quite worked out that way, in part thanks to various messes left by the previous tenure. Many Canadians are upset that Afghanistan is no longer the happy peace-and-reconciliation mission the Liberals sold us on, while the growing global panic over climate change has us worried. Liberal inaction is like a much bigger problem. We aren't blinding everything on the Liberals, though. Harper's policies are still of featherweight, and it probably doesn't help that the man is a snappy control freak who isn't as good at taking a punch as he likes to pretend.

The emerging wisdom is that Stephen Harper's failure to pull off a snap minor election after Dion's surprise leadership victory was

a major blunder, but that's just the genesis of counterfactual hindsight. Yes, Dion was weak and the Liberals were broke and fractious, but elections—especially winner-takes-all—are very unpredictable business. Sensibly, what's the problem either: The plan of building support simply by being in power and getting Canadians used to a Conservative government was sensible, especially when paired with the government's permanent campaign model. The Liberals have tried to import from the Republicans in the United States. No, the central problem for the Conservatives is basic arithmetic.

In the United States, the combination of neo-cons, religious conservatives, and small-government libertarians is able to deliver



It doesn't help that Harper's a snippy control freak who isn't very good at taking a punch

fairly regular decisive victories. Karl Rove's fantasy of creating a "permanent Republican majority" never came to pass, but the current ideologically orthogonal coalition is surprisingly stable. Sure, Bush is starting to see some defectors over Iraq, but what is amazing is not that some Republicans are starting to bail, but that so many are still behind the president even though his approval ratings are hitting historic lows.

Here in Canada, we lived through our own Rovian nightmare, except we called it "G-77"—the idea that the Liberals would be in power forever. Canadian conservatives are a cagily decent bunch (bonds to the Tory arm of their DNA), but the prospect of endless Liberal hegemony was a genuine

worry. Their fear was not that the Liberals had managed to construct any sort of ideological consensus, a "preservative Liberal majority." Rather, it was that the vote splitting caused by the fragmentary state of conservatism in Canada would hand Liberal leaders an endless succession of minority governments by default.

Whereas Jean Charest never won over 40 per cent of the popular vote, the natural constituency for right-wing politics in Canada is nowhere near that large. That is why every conservative government, having run the numbers, eventually decides that the route to a majority government lies through Quebec federalism. But this only gives arithmetic a hostage, handing the whole coalition over to the cruelties of zero-sum logic. The more a conservative leader works to please his core supporters in the West, the more he loses in Quebec and parts of the East. The more he works to please Quebec, the more he loses in the West and parts of Ontario.

It is all well and good to build a political coalition out of a shared hatred of Ottawa, but as a principle for gaining and wielding federal power it is a touch unattractive. At the very least it does not win you many votes in the province of Ontario, where the citizens still persist in the belief that the federal government exists for a reason.

It is obvious that Stephen Harper would make Ontario—if he could—get along with it. Since he can't do that, he would probably be satisfied running the federal government along principled conservative lines. Unfortunately, there just are not enough people who like these principles. And so he finds himself looking for a majority by creating up a sort of neo-liberal Liberal—a cool hybrid combination of neo-burgundy, pork-barreling, corporatism, welfare and hard-sell economic rational-

ism, with everything else (and through the lens of how it will play in Quebec).

It is no wonder, then, that the ramifications of dismantling the right-keeping border. A new party made up of old Reformers and fiscal conservatives will be fielding candidates in the upcoming Ontario election, and the organizers are planning to eventually create a national alternative to the Conservatives. Of course that will lend as kick to G-77, but for many smaller conservatives, the reply, interestingly, is "so what?" After all, if we are going to have Liberal policies, then we might as well let the Liberals be in charge. ■

ON THE WEB For more, Andrew Potter visit his blog at www.transcanada.ca/andrewpotter

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PHOTO BY GUY LAFON



WHO ARE THE ONES ON DRUGS?

While millions of spectators line the route of the 98th Tour de France to watch the world's top riders, some ditched their regular race costume, taken instead was the actual race. One regular since 1983 is Didi Senft, a bear reveler, who dresses in a devil's costume and is called 'El Didi' this year, according to the Gauntlet, where he's been Roast nightlong, dacons in white coats, as well as representing his tribe of big springers.

1. Discovery Channel team rider Alberto Contador (left) with Rabobank team rider Henk Riemersma is urged on by a fan
2. Didi Senft (right) encourages Alexandre Vinokourov, Astana team leader
3. Contador and Riemersma cycle past a fan wrapped in the U.S. flag
4. A fan with antlers runs beside an Astana rider
5. Contador and Riemersma pass a spectator dressed as a chicken
6. Vinokourov on his winning ride of the 15th stage. His team, Astana withdrew Tuesday after he tested positive for a blood transfusion
7. Sponsored by Kefirbypompanas, Astana was known as Team Bennet





'One prominent lawyer told me, "Every lawyer is going to go into the office today and commit fraud." Then he laughed.'

EX-BAY STREET LAWYER PHILIP SLAYTON TALKS TO KATE FILLION ABOUT HOW LAWYERS BECAME GREEDY, UNPRINCIPLED ENABLERS OF THE RICH



BY KATE FILLION | JULY 2017

At first it might look like Lawyers Gone Bad: Money, Sex and Madness on Canada's Legal Prairies (Penguin) is going to be popular with your colleagues. Why did you write it?

As I know lawyers are going to say, "Come on, it's talking about 15 or 20 members of a profession that has 80,000," but in telling these stories I'm trying to extract general themes—the moral issues of legal practice, the gross delinquency of the regulations of lawyers, the sense of money that pervades the legal profession.

Q Do you think most of the lawyers you wrote about are bad, or that the practice of law change them?

As why do people end up doing things they shouldn't do? Their upbringing, their background, the power, I think there's anything in the legal profession now that enables people to bad impulses. I don't think there's a generally accepted code of conduct or a vibrant disciplinary system.

This isn't just a Canadian problem, is that. On my desk I have an editorial from a South African magazine which begins, "Let's face it, our legal system has effectively collapsed. One of the more obvious reasons is the rule of greed, pedo and self-indulgence syndrome that pervades the legal profession." Then there's a quote from the South China Morning Post about a client who asked for a bulletproof car as legal left, which included

a charge for "recognizing you in the street, crossing a busy road to talk to you to discuss your affairs, and increasing the road after discovering it was not you."

Q At your point in time, as a young Canadian and a degenerate lawyer, where you were the least of the lot, 24 persons, where two years earlier, 24 persons and they did, why do people think lawyers are such?

Attorneys are seen as greedy, and a good measure I think that's a justifiable criticism, and also unprincipled. Thirdly, and this is perhaps the most important point of all, the average person has no real access to lawyers, to the legal system, to justice. It's all right if you're very poor and have the kind of problems that will help with, but most Canadians have middle-class incomes and will simply not afford to hire a lawyer. The chief justice has spoken about that, but very little is being done to rectify it. It's fundamentally unscrupulous. It's so if somebody failed to pay a law firm that you can't see what a federal election unless you have an income of \$300,000 or more. Well, there would be a revolution.

Q Now that law firms are taught to say—here, in the event that you can get away with it, been lost by members of the legal profession?

Q You right law for 13 years, both at McGill and the University of Western Ontario, where you were the least of the lot to there something about legal reasoning that judges have measured accuracy?

As Yes, I think so. Law students are taught and lawyers subsequently believe that it is their job to pass judgment on their clients or people, or pass judgment on what they should or should not do. Lawyers are enabled. They are there to say to do what their clients want, and are in many cases paid handsomely for it. The whole question of the values behind the rules of the legal system is not on the whole of great interest to law schools or the legal profession. And there's an additional point. Lawyers are taught to manipulate the rules in favour of their clients. If you're a tax advisor of rules, then you can't respect the rules as such or believe that they merit proportionate values.

Q Now that law firms are taught to say—here, in the event that you can get away with it?

Q I'm not sure of the answer to that, except to say that I think it does. There are studies about the moral outcomes of lawyers, indicating that there's a higher divorce rate among members of the legal profession, and that may be true. The reason, I think, is that when you come home from the office, you don't become a different person. You don't shed all the ways of doing things and thinking

about things that preoccupied you during the day [if you're going to] a wife reading mind talk and a husband cross-examining her as though she's on the witness stand. "What evidence do you have to support the fact that there's something wrong with the furniture?"

Q You left teaching to practice at a big Toronto law firm. Did your time in the classroom prepare you?

Q Not at all. The world of the law school and the world of the big downtown law firm are two very different worlds.

Q What kind of ethical dilemmas does the answer lawyer face?

The average lawyer in a big firm justice feels the requirement to pass aside whatever kit bag of values, personal plus and what's he may personally subscribe to and concentrate on making it possible for clients to do what they want to do. No client comes to a lawyer's office and wants to have a discussion about what that it's a good thing or simply desirable to do this, that, or the other. And they'll seek another lawyer if you try to have that discussion.

Q There's a big incentive for lawyers to just their clients, isn't there?

As Yes, and it's common practice. It's easy to round up. It's easy to reflect what you've done during the day and say you've worked for seven hours rather than six.

Q What should you do if you get a lawyer's bill and the number of hours seems ridiculous?

As The first thing you can do is refuse to pay. People certainly do challenge bills, and often some kind of accommodation will be reached. Ultimately, you can take your bill to an officer of the court who'll adjudicate on the fairness of it. But then there's always going to be a tendency to go back, and that's because of the pressures lawyers are under to generate revenue for their firms and themselves. In big firms, there's an average number of billable hours a year that people have to reach, about 1800 hours. You're naturally shy of that, you're going to get it deflated.

Q Do lawyers talk about over billing amongst themselves?

As Any lawyer you ask will say, "We don't do that." First of all, you can get disbarred. And secondly, it might arguably be a criminal offence, a fraud, a theft. So there's a general recognition that it happens very widely. I remember once standing on a corner with a prominent liberal lawyer in town in the morning, and he said, "Every lawyer in this profession is going to go into their office today and commit fraud," then laughed. Another lawyer said to me he was in favour of what he called "permal co-porial

ENTERTAINMENT BY KATE FILLION

billing"—he was in the office from 8 a.m. to 4 p.m. and figured that's one way or another he had to bill 16 hours, which of course doesn't allow much time for bill review, fees, or lunch, or doing something pro bono, or even going out the window. There are a number of ways you can get away, but over time, significantly reduce your billable hours. It's a large issue right now.

Q Did you ever pay your bills?

As I myself considered answer is that it was part of the legal culture of the time and it did what it deserved.

Q Lawyers are no longer at the top of the most contentious profession. They're in the middle, if not lower, and that's expensive, money?

As I think it does, there's a kind of economic way of thinking that takes place and generates a lot of discontent. Of course, the legal profession is big, and these are people in Canada who make \$70 million a year and there are also people just scraping by. I'm looking at the top end, many corporate lawyers at big firms make what most people would regard as a pretty handsomely living, yet they look at that claim and think, "They're making more money than I am." And then perhaps they'll add, "And they're doing it because all the clever ideas I bring to them it's not fair!"

Q You quote a former law clerk in a U.S. Supreme Court justice as saying that lawyers infliction "arrogance, anxiety, lethargy, narcissism, social alienation and isolation, obsessive-compulsive and interpersonal anxiety at all times."

As And these are the self inflicted ones?

Q Why are lawyers so narcissistic?

As If you practice law you're plunged into

a lot of them. You come home at the end of the day and say, "Why did I bother doing that? What I really do is make other people's lives a little bit easier, maybe, and in a result of that I can make a lot of bill." This is not a good way to spend your life. After you get over the initial drama of the high stakes environment, you're left with the feeling that this is a path to happiness and you should find something more worthwhile to do.

Q Why did most of your students go into law?

As A lot of people don't like lawyers and would be horrified if their child chose home and said, "I want to be a lawyer" that is in a profession and one with the potential of generating a significant income. It gives its members a certain power, the power of knowing something that other people don't know. And there is a kind of place or associated with it. Look at all the television programs that deal with the law—people fascinate with this profession, even though they're deeply suspicious of lawyers. And I think in many cases, certainly this was true in my case, people went into law because they couldn't think of anything else to do.

Q Is there something else you should have done?

As Oh, yes, but I'm not going to tell you. I find myself increasingly in the role of critic of the legal profession, but I've spent my life as a lawyer. I was a law school in 1964. I've been in the legal profession one way or another for 47 years, it gives me no pleasure at the end of it that to look back and say, "Oh God, this was not a good way to spend my time."

Q Is that back your pleasure?

As [Laughs] No. Do I think it will lead to

If you're taught how to manipulate rules, you lose respect for them and that leads to a kind of arrogance: I'm bigger than the rules'

what is by my measure a highly competitive, highly stressful environment that tells up most of your time at the expense of others. And more people think you long way toward making the world worse, such as spending time with family, or reading a book.

Q That seems kind of sad if you're a good lawyer or even just a decent one.

As No doubt. But I think there's more to it for lawyers than simply that. If you're a decent lawyer, you may have a half of a day, but at least you can be comforted by the idea that at some point you've impressed the general tone of society. I don't think you can believe that you're a lawyer. I hazard to add that legal practice is very diverse, and there are lots of different kinds of people practicing law, and this is not true of all of them. But it's true of

some kind of significant reform of the legal profession? Of course not. It's beyond any one person's ability to do that. Do I think some kind of significant restructuring of the profession is in order? Yes. I do.

Q So many of the lawyers you write about seem up front making from their clients as little as possible, then grand won't always the outcome, will it?

As No. I first got interested in this whole subject in 1989 or 1990, when I was a junior partner [at Blake, Cassels & Graydon]. The main practice partners, Bob Donnelly, a nationally known lawyer, responded to lawyer making lots of money, was suddenly faced in his law firm had to bill in the bill. That was a standing fact in itself, but here's the thing that puzzled me most of all, the partners



Some 800,000 skilled workers (angels) in the backlog for permanent residency. Many already work here in high-demand professions.

WORTH WAITING FOR?

Canada's immigration backlog is punishing the skilled workers we need most

BY JAY SOMERSET — Six years ago, Dr. Nalle Edwards, along with his wife, Colleen, and their kids, emigrated from South Africa to Abbotsford, B.C. Dr. Edwards was recruited to work as a family physician in nearby Mission, a town facing a doctor shortage. After a year, the South African family applied for permanent residency and sent their application to Canada's Canadian General Embassy in Buffalo, N.Y., the main processing centre far in Canada for PR applications. "They told us it would be a 6-8 week wait," says Colleen. "We didn't hear from them until 2004, when we were told to go for medical exams."

Then they waited. Another 12 months went by with no correspondence from Citizenship and Immigration Canada. By now, the Edwards had exams: "We spent about \$10,000 on work permit renewals, medications, lawyer fees, never knowing if this would ever be an end," says Colleen. Each year, their three kids, all pre-school level tennis players, had to drop out of tournaments because they didn't have permanent residency. "It's Canada, I'm not going to [process us]," she says. "At least

let us know we can move on and go somewhere else."

After 13 months alone, the Edwards had begun to lose hope on settling in Canada. "We didn't know why we were waiting because immigration wouldn't tell us," says Colleen. "So we gathered it had to do with Nalle's [court-ordered] military service." CIC had come under fire after letting in war criminal Ratko Mladić, a senior Bosnian Serb general, into Canada. "Nalle served one year as a doctor in an army hospital, never firing a gun — information given to CIC five years ago," explains Colleen.

The Edwards were apprised of PR status almost as they filed a few months ago, after a brief letter they wrote about their situation was published in a newspaper. That their plight is far from unusual. Of the 800,000 applications waiting in Canada's PR backlog, an estimated 100,000 are skilled workers those who've had work experience within the past 10 years in an occupation — such as construction or nursing — that's been deemed an area of need by the Canadian government. Many of them already work in Canada. They pay taxes, can't vote, and depending on their class, may not be entitled to provincial health coverage. "Federal skilled worker applicants are waiting four years [on average]," says Toronto-based immigration

lawyer Met Berger. "So if it's Canada's turn to turn the bus and brighten, well, they aren't going to wait around." Half of skilled worker applications take 55 months to be processed — since the year. Some take as many as 75 months.

If there's one portfolio the government has constantly bungled, it's immigration. While the backlog is nothing new, it has only truly grown since the Harper government took power, even though the Conservatives can point on a promise to fix the wait. Canada has the fastest growing population among G7 countries, adding 1.6 million people since 2001. With domestic births falling a third of the number, Statistics Canada estimates future population growth will depend solely on immigration by 2050. But those obviously qualified candidates are being held up, as the country is poised to lose its human capital in a dozen years of choice.

"People are giving up on Canada," says Ray Sharpen, a former CIC officer who now practices immigration in Calgary. "They've got a choice from the U.K. who came here to study medicine. He passed his exams and is now working in the U.K. on a permanent basis. He was for his PR application to be processed. He's obviously qualified to live and work in Canada." Meanwhile, he notes, we didn't hear from him.

Nobody at CIC is prepared to talk publicly about the backlog or about specific cases. If such a backlog existed in other federal programs, licensing, taxes — the minister would be represented and the system fixed. Instead, we've got two federal immigration ministers come and go within the past two years, both promising to fix the backlog. "We're not in the business of customer service," said one immigration officer.

Perhaps not, but in theory Yvette Ferreria's immigration goal is clear. Partly, it's a reflection of priorities and immigration resources, but immigration also gets held up due to processing mismanaged incomplete personal forms. Denise Pinto came to Canada in 1999 from Washington to study sociology at McGill University. She received her master's from Lakehead University in Thunder Bay, Ont., where she met her spouse. After graduation, she had three rejections to find a job in her field (media and sociology), so instead of applying through the economic stream, she chose the family sponsorship program. Her application was delayed "because CIC questioned my relationship with my spouse, who's 22 years older," says Pinto. "I sent them a picture from our wedding day and a copy of our vows. I also have a box full of wedding photos sitting in my living room, but immigration isn't interested in it."

Meanwhile, her application in Sudbury "They have one immigration officer serving northern Ontario, so the backlog of applica-

tions is: 'The government should be doing tracking applications where there's an economic advantage to Canada,'" says Peter Ferreria, an immigration consultant in Toronto who focuses mainly on skilled workers and those coming to Canada from Portugal. Ferreria estimates one-third of his clients — mostly trained labourers who work in the construction industry — simply give up.

Normalizing the system is in itself a first. One applicant who applied for PR through the skilled worker class in 2004, while he was studying computer science, failed by two points. "When you apply, you can either take a standardized English test or write a letter that shows your language skills," she explains, in perfect spoken English. "Because

DOCTORS CAN WAIT YEARS FOR PR STATUS. MANY CONSTRUCTION WORKERS DON'T BOTHER APPLYING.



ANTONIO, who has a degree in industrial design, has had a series of work permits and spent \$10,000 on fees, but no PR. (Left) Peter Ferreria

she wrote a letter instead of taking the test, she was only awarded to one part of the points allocated for language. "If I had known that," she says, "I would have gladly written the test."

But part of the problem is that the points system doesn't always reflect Canada's needs. Canada takes in about 165,000 skilled workers a year. And of that number, only a small percentage will qualify for permanent residency under the federal points system, says Ferreria. "Even if you have points for a job offer, you won't get enough points for education, since English isn't good enough."

There's clearly a need for construction workers, for instance. In 2006, the government deported about 400 undocumented indi-

foreign construction workers and their families from Toronto, roughly 80 per cent have returned here on temporary work permits, says Ferreria, who notes they have, why are they packing in the first place? "I guess the government realized how badly we need these people, but not enough to grant them PR — just to build our economy."

Ferreria has one client who may be grateful: Antonio (a pseudonym), a contract ironworker with a university degree in industrial design who speaks Portuguese, English, German and Spanish and has been employed in Canada on several work permits for five years. His application is currently in Buffalo under the skilled-worker category. "The government hasn't responded — they passed on me for doing everything by the book," he says, "and yet I'll have to wait another two years or more." He estimates he's spent close to

Unfortunately, there is no transitional program for construction workers—or doctors or other professionals. CIC boasts only one such program, and that is intended for live-in caregivers for children or the elderly. These workers have three years to complete 24 months of authorized work, after which they can apply for PR. The program has no problems—unlike citizens who have to submit several work permits because of changes in circumstances (the employer dies, the kids go to school), and the whole process can take years, if not, at least it does.

In the absence of a transitional program, the construction industry banded together a few years ago and composed a “memorandum of understanding” to dry up the pool of 200,000 add-and-unauthorized contractors



seen workers in Canada and “at least get them registered and accounted for,” says Carlos Pineda, a spokesperson for the Contractors Union Local 27 in Toronto. “We wanted an in-Canada convenient class where people who are already here working can transition to apply for PR after two years if they keep clean and pay their taxes—not amnesty, but registration.”

The plan was put forward, but died in the shuffle of government. Instead, it clashed with the thousands of skilled workers without documentation already working in Canada. Budget 2007 prioritizes an immigration to the Temporary Foreign Worker Program. Employers can hire a temporary foreign worker once the employer proves the Canadian labour pool is exhausted, so long as they pay fair wages. The permit is good for two years. Since 1996, the number of TFWs has doubled in Canada to 145,000 in 2006, especially in areas such as Alberta, where the oil and gas industry’s growth has caused a labor shortage. Since 2001, the TFW population in Alberta alone has more than

tripled, to about 23,000. “We’re making it easier and easier for Canadian employers to meet their labour force needs,” said Human Resources Minister Marie Pollio.

But what began as a temporary measure has turned into a low-cost immigration bonanza with an asterisk: notifiable immigrants. “Temporary workers are tied to one employer and a geographic area, which means [they] have no mobility,” says Robert Albion, a professor of policy studies at Queen’s University in Kingston, Ont., who has worked at senior levels in the federal and Ontario governments for 25 years, including eight years as a deputy minister of citizenship

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IF IT'S CANADA'S AIM TO ATTRACT THE BEST AND BRIGHTEST, THEY AREN'T GOING TO WAIT AROUND'

“They aren’t eligible for social services or health coverage and their kids go to foreign kinder fairs,” she adds.

Meanwhile, she adds, “wages are depressed, because it’s cheaper for an employer to hire foreign labourers.” Companies in an industry, Maple Leaf Foods recently abandoned its foreign recruitment campaign for its processing plant in Brandon, Man., after discovering the third-party immigration consultant was charging each worker \$19,000 to come to Canada. Selberg and colleagues say it’s a big problem, and companies based in western won’t be allowed to participate again.

A law advisor may sit on the Provincial Nominee Program. Each province can recruit 20 to 25 immigrants to a certain number of candidates who are in Canada on work permits. Some provinces, like Manitoba, have a

population-building aspect. “We’re bringing in about 6,000 people a year,” says Mary Dolin, who provides pastoral services for immigrants and sits on Manitoba’s PNP advisory committee. Manitoba’s population gain last year as a result of the program was 6,600. “Manitoba and Saskatchewan are losing people to the great vacuum cleaner of the West,” says Dolin. “We need people to come here, work, and stay, not leave after their parents expire.” Alberta’s population, 1,000,000, is projected to grow thanks to its prairie program, the province is aiming to bring in 2,500 people this year, a significant jump from the 1,000 nominees Alberta approved in 2003, the pilot year.

Manitoba’s expedited processing timeline the province has already done all the front end work, leaving the brick and mortar checks and red tape to the federal government. Software engineer Anuray Pratama came to Canada from Singapore in 2005 after accepting a job offer from a company in B.C. He originally applied for PR through Singapore, but then his employer nominated him through B.C.’s PNP. He would have received his landed papers within a year—much faster than if he’d gone through the federal points system—but they lost my application,” he says. He resubmitted and six months later he officially landed.

Ontario is the last province to introduce a PNP. Ontario immigration minister Mike Colle unveiled a pilot program in May with room for about 500 people from new countries and areas. “That is a drop in the bucket,” says Ferren. “It will be years before it address the skills shortage.” It also costs around \$10,000 to apply for the program. “Do you think someone applying from Mexico has \$10,000 looking around?” says Sharman.

In the long term, the success of these programs could exacerbate the problems in the PNP system. Provincial points go to Australia, a country that, only a few years ago, had about 70,000 TFWs. “Now they have more than 600,000, and there’s not so much in the way of training or apprenticeship programs,” in other words, bring in the temps, shut out the residents. Recruiting on temporary workers doesn’t build long-term immigration. It creates a class of immigrants with no long-term vision. As for these 300,000 people already growing frustrated in the backlog of permanent resident applications, they may now wait even longer.



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TAKE A CHILL PILL

The mayor's latest plan to fix Vancouver's drug problem draws fire

BY NANCY MACDONALD • It's 8:30 a.m. Wednesday in Vancouver's grungy downtown eastside. Ben, a 22-year-old chronic druguser from Hawaii selling rock cocaine near the intersection of Hastings and Main, is binging. Just west of him, Hastings street a buzz of drug activity. Forty per cent of the 12,000 residents of the dysfunctional tract rely on the welfare cheques issued on the last Wednesday of the month. For a day, Ben says, everyone has a smile, and a cigarette. Downtown eastside call it March Guts.

Canada's Olympic crew stands over 144 square feet. But Vancouver's previous 1996 mayors have made and broken their careers and were 16 blacks, while an estimated 5,000 people inject or inhale drugs daily. Now, with the Games just 2½ years away and a modest plan already in the works, a former Mayor Sam Sullivan, midway through his three-year mandate, is about to show whether he's nimble, or lasker, than his predecessor.

The heat is on Sullivan in a way it wasn't with Larry Campbell or Philip Coates. In February 2001, 5,000 students and 10,000 media representatives will flood the province for the Winter Games, putting the city under the microscope, warts and all. Some worry the blighted neighbourhood, with its needles, gaudy meth and open drug market – a 30-minute walk from the downtown core and within sight of Gastown, the tourist心脏 – will look like the world's most visible city.

But a pre-Olympic cleanup isn't getting the people who live off their drugs. Vancouver has a history of tackling the problem with controversial drug strategies. The city's historic culture is already home to free needle exchanges, methadone maintenance programs, a safe injection site and a pilot program that keeps aboriginal indigeneous hemis. Cornfield, the world's first hope/no again, without experiments called the Chronic Addiction Substitution Treatment.

CAST will use legally prescribed medicines, from ibuprofen to OxyContin, to help chronic drug users kick addiction to heroin, cocaine

and methamphetamine. The research trial has a tentative \$10-million price tag, and could treat 1,000 addicts over three years, making it the longest of its kind in the world, by far. Priority will be given to the city's chronically "super chronic" offenders, those characterized "super chronic" offenders, those of whom are in or out of a drug to find their addiction. Sullivan's strict goals significantly reduce crime and disorder by 2010.



THE DOWNTOWN CAST-Off would be an OXYCONTIN, the controversial Sullivan

and methamphetamine. The research trial has a tentative \$10-million price tag, and could treat 1,000 addicts over three years, making it the longest of its kind in the world, by far. Priority will be given to the city's chronically "super chronic" offenders, those characterized "super chronic" offenders, those of whom are in or out of a drug to find their addiction. Sullivan's strict goals significantly reduce crime and disorder by 2010.

Unfiled trials, Vancouver's safe injection site, or the North American Olympic Medical Initiatives, which gives free housing to street users, CAST will not require any compensation from the federal government, since the plan will be giving away legal drugs, says the provincial health officer, Perry Beland. B.C. Health Canada will have to approve the off-label use of medications like Disulfame, normally used to treat chronic pain. Should CAST be approved, the trials could start in the fall. "Substitution addicts an option out," says Sullivan.



THE \$100-MILLION PROGRAM RELIES ON RITALIN, OXYCONTIN

People were saying, "Okay, up down, more than." There was a sense that the reason that I was able to move was a lack of willpower." Of course I wanted to walk, Sullivan says, his Color eyes narrowing. "But abstinence was not a viable option for me."

It took seven years and turning rock bottom for Sullivan to beat his demons. At 26 he was, by his description, a paid-on-welfare "idiot" devoid of most of his morals. Living in social housing, alone, on edge, he considered shooting himself – imagined his "blood and brains" dripping down the wall. "He credits that moment with pulling him from his depression. He earned a business degree from Simon Fraser University and started an absolutely-focused foundation. He helps people view him as a poster boy for the welfare queen,

Disulfame – which is twice as potent as morphine – and OxyContin, the highly addictive pain medication she is known as. Still literary. Under CAST, users will not be informed (as with methadone), opening the door to abuse, say critics.

"What are we going to do when addicts start developing increasing tolerance to these amphetamines? What happens when we can no longer treat for euphoria?" says Dr. Donald Hodges, one of Canada's leading experts in addiction medicine. "CAST uses an stimulus to suppress their side, stemming from short-term clinical trials in the U.S. and Australia, yet the majority report 'no positive findings.'" Another heavyweight, Dr. Robert Newmark of Manhattan's International Center for the Advancement of Addiction Ther-

HE HAS TOO MUCH EXPERIENCE WITH THE DRUG FILE FOR SOME

and says they are shocked to hear he is not "some 'left wing' whiner." In 1995, he was elected to Vancouver city council as a member of the conservative, pro-business New Democratic Association, a seat he held until 1998, when he backed out of Campbell's chosen successor, downtown activist Jim Geier, to become mayor.

For some, however, the mayor has little to much experience with the drug file. Controversy erupted during the 2001 municipal election when Sullivan confirmed along-standing rumour that, as housing councillor, he brought with him the files of 100 patients like Dr. John Brothier, then chief medical health officer for the city. He recalls Geier – who was mayor when such records first appeared in the downtown eastside leading to an explosion in the ten-year trend of addiction – being fined for office files he couldn't produce. Sullivan is prepared to stash his records for CAST.

"That takes expense," says Eugene Despina, a Grange lawyer and founder of the Canadian Foundation for Drug Policy. For Sullivan, a quadriplegic, the most appropriate word is "experience." At 29, Sullivan broke his neck trying to ski through a friend's snow-trashed legs at Cypress Mountain in Vancouver's North Shore. Told him, forcing an addict to go cold turkey is like forcing a quadriplegic to walk, they used half-remingtons ("shabu"), the same way he learned to manage his "After I broke my neck, my family and friends did not want me to use a wheelchair. They wanted me to be healthy, to try harder. I used to sit – for hours – trying to move my legs



THE PROGRAM would be the largest of its kind in the world

ment, a medical research dubbed the Methadone Pope for his 19-year advocacy of the heroin replacement, says CAST is "lacking in consensus," and not geared to the medical well-being of the city.

"The physician's ethical, moral and legal obligation is first and foremost to the patient," says Newmark. "The outcome should not be intravenous, publicly received, goals like cutting crime in Vancouver by 30 per cent. That's a totally inappropriate objective. And by the way – there's no proof that it will achieve that on 700 patients." Methadone, he says, has been proven effective, unlike CAST's "untested and untested" approach. All other efforts should be kept on a very small scale.

In instead, all the arguments over the down-

town eastside intravenous drug problem may be over.

The city core has run out of room.

After years of oversight, Vancouver develop-

ers are drooling over the downtown eastside

and its 125 underutilized, century-old fire

houses. Fresh-faced Olympic redevelopment is driving up land values and rents in the neighbourhood, threatening to squeeze the

scores of low-income residents – which may

push the drug problem out of sight.

READ SCOTT FESCHUK ON POP CULTURE AND ANYTHING THAT DESERVES LAMBASTING



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BACKED UP: On the Glenmore Trail, usually, it's better just to grit your teeth and keep going.

Congestion relief

Calgary's working on that age-old question: drive through or detour?

BY MICHAELA KÖHLER • The GES Interchange, a confluence of the Glenmore Trail, Elbow Drive and 17th Street, is one of the largest transportation projects in Calgary history—30 years in the making, at a cost of \$110 million. The Glenmore, which funnels traffic east to west before meandering north as a two-lane, the north-south 17th Street, carries 17,000 to 30,000 vehicles a day, making it one of Calgary's most important arteries south of the downtown core. And for almost two years, now, people have been waiting for a fix.

DRIVERS WILL KNOW WHERE DELAYS ARE GOING TO BE, 15, 20 OR 40 MINUTES INTO THE FUTURE

gestion patterns replacing conservative and bureaucratic pre-emptive readings in making predictions. Like other advances in transportation engineering, this should expect soon-shifting speed limits on highways designed to encourage healthy driving or constant tolling via on-board GPS systems. The theory goes that, as University of Alberta transportation engineer Eric Miller puts it, "a highway is not a piece of infrastructure—it's an information system."

No one would benefit more from such deviation than drivers in Calgary, where the GES interchange is just one of five mid-millennium dollar road projects due to complete this year. Says Caltrans director of transportation, Michaela McLean: "Caltrans has to call three or four times. So the question remains: to detour or not to detour?" Traffic analysts gather from traffic surveys to build added traffic assumptions—as well as origin and destination data informed from driver surveys, and pore over those data

into a computer simulation model. Drivers can and do use a digital map of the Glenmore area, the result, a year in the making, and only similar to a medical model demonstrating the flow of blood through a pumping heart, allowing de Barros to measure the baseline delay caused by the Glenmore construction when no drivers detoured. And by late, de Barros then channels cars into the streets of smaller streets perimetering Glenmore's surroundings. His findings were clear: with five per cent of drivers opting for alternative routes, Glenmore did indeed become less congested. But those benefits lasted only so long in time: 10 per cent of drivers left the scene for smoother avenues. As the bumper-to-bumper, Glenmore returned to the same levels of congestion in who-as drivers detoured. More than 10 per cent preferred the whole detour, leaving Glenmore as clogged as ever but saving up its available escape routes. "Overall," says de Barros, "everyone loses."

It's not the sort of outcome de Barros really set upon—*de Barros is the first to admit what to do depends on what everyone else is doing, after all.* That only underscores the benefits of a forecaster, which apart from reducing travel frustration could also improve road safety and lessen emissions. Still, the genius—a working model will likely be completed in five years—depends on the inclusion of a feedback loop: the reduction of drivers to the very information they themselves provide. "Each individual driver is in some sense after the test run—state through his choice of 'detour or not to detour,'" says U of T's Miller. "I'd extrapolate computing what's most likely to be the smoothest route in the next hour must be a parallel analysis of how that information will affect those routes."

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SOCER RUHLES: TWO NATIONALS, TWO VIEWS

"They were making fun of us and gloating in us as though they were waiting for us to react in order to hit us some more. One of our coaches sprayed everyone she could with pepper spray," says Luis Alvear, a Chilean paramedic, on last week's soccer match between Toronto police and Chilean players. In contrast, Prime Minister Stephen Harper said, "These international soccer matches often become very emotional."

Solving this dilemma, de Barros believed,

would demonstrate the power of a computer

Digging up history in an Acadian town

BY BARBARA BIECHLER • Under the thick set of forested fields just east of Antigonish, N.S., the remains of an Acadian village named Beaubassin have been lost and untouched for the past 250 years. The town's history is well known. It was founded by French colonists in the 1670s and settled twice by New Eng-



BEAUBASSIN: A team unearthed precious artifacts on the first day

landers. Before its inhabitants burned it to the ground to spur the Beaubassin 1758. Over the years, artifacts from houses, general and church were ploughed under. When Parks Canada bought 96 hectares on the site in 2004, the local search-and-rescue team, which are descendants of original Acadians, originally descended by the British the Expulsion. Last week, under the direction of Parks' senior archaeologist, Charles Burke, they were invited to point in the dig.

The gratification was immediate. On the first day, the earth began to yield stories of clay pipes, broaches, buttons and shards of glass. "You didn't have to dig too deep," says Burke, even though he doesn't know exactly what he's looking for. (Unlike other Acadian towns such as Pictou-Royal, Beaubassin was never mapped.) Burke is also sure that eight old tombs will come face just as fast. To media reports that he "discovered" the village, Burke says, "everyone knows the site has been here forever. The idea that archaeologists discovered Beaubassin really gets the local people's back up."

Gerardine Arsenault, a Parks coordinator of national historic sites, puts an upbeat spin on the find: "There's a lot of interest here in heritage and history," she says. "People are really enthusiastic about this project." That's how eastern Parks can change them: it's got to be good with travel and broaches. Says Arsenault, "It's a pretty good place for a chance to touch the past." Even if it was years ago begin with. ■

Greens lose a star to 'other interests'

BY JORDAN TISHM • He's young. He's blind. He's a family man. He's Canadian educated, and he's a great environmentalist. He's from Calgary, and he's a steady progressive. He's an environmentalist whose environmental credentials are impeccable. David Choinière is a candidate that any good party in Canada would be thrilled to have running its horses, and as easily the kind of serious candidate that the federal Green party has so far struggled to attract.

So Green supporters can be forgiven if they decided from the get-go that this Choinière, 44, has stepped down from his post as senior deputy in the leader, and then handed nomination to a candidate in Ottawa Centre. In a letter to supporters, Choinière said that this was taking a break from politics to pursue other interests—namely his non-sports consulting firm, which is working on greening the Olympics, and his service on the National Round Table on the Environment and the Economy, a role which he can't fulfill while involved in partisan politics.

Some were quick to look for signs of a falling out between Choinière and his Green Leader Elizabeth May, again when he announced the party's loss of leadership post. But Choinière's media representation said he was "at his ebb," and unavailable for comment, and May denies it: "It's not goodbye and farewell; it's nothing like a lack of confidence or support of loyalty." May says, "Glen [Perrett] has decided to take a break for what I hope will be a short period of time. We'll see how long it is, but I don't expect it to be forever."

"I don't think any of us think that Frank McKenna would consider leaving the Liberal party by working at TD [Bank] for a while, and that he's not likely to return to politics," May added. "In a lot of ways, David Choinière is not like Frank McKenna." Both the Liberal stragglers and Sophie D'Amato, who won the leadership of the socially the most respected McKenna, May should hope her winds don't prove too prophetic. ■

Why youth crime is down just in Quebec

BY PHILIPPE GONZIE • It's hard to believe, but Canada's crime rate went down for the 15th consecutive year in 2006, says a newly released report by Statistics Canada. The overall crime rate fell three per cent last year and it's down to just over the past decade. However, the same can't be said for the youth crime rate, which, up three per cent in 2006, saw its previous record in Canada reported an increase in crimes committed by people aged 12 to 19—except Quebec, where the youth crime rate was down four per cent.

The national increase was the first since 2003, the same year the Youth Criminal Justice Act (YCJA) replaced the much-maligned Young Offenders Act. Under the YCJA, youths who commit legal trouble for minor and an-



QUEBEC has long taken a gentler approach to handling youth crime

violent offenses are less likely to face criminal charges than they were under the YOA, and are usually subject to less court measures, such as informal police warnings or referrals to a community program. The reforms were inspired by the decades-old model in Quebec, where authorities have long taken a gentler approach to the legal status youth on crime.

"For example, if the offence is not involved in serious criminality with behavioral path issues," says Marc St-Onge of the Quebec Bar Association, "the case is more likely to end up with youth protection services."

Four years into Ottawa's reformed approach, the data reflects but some of the changes. In the year prior to the implementation of the YCJA, 56 per cent of criminal cases in youth resulted in charges being laid. By 2006, that number had been whittled down to 42 per cent. It's necessary to tell of the new approach being used in the rest of Canada, but St-Onge says there's room for hope. "We've focused on prevention rather than criminalization," he says. "And if it's working in Quebec's numbers, we can use that it's working." ■

FOR THE RECORD

BY MICHAELA KÖHLER

PHOTO: AP/WIDEWORLD



Could we be on the brink of solving the world's poverty crisis?

UN goals are in reach, and growth is higher than ever

BY JOHN GEDDES

There can be deflating days for any body excited by a good, big global improvement project. Sourcing a post-Krakow deal that stands any real chance of slowing climate change, let alone halting, foreshadowed that at best, the post-9/11 dream of a united effort to fight terrorism and end off threats from unstable states evaporated just as the dust had left. Even the path to an international climate agreement, the most visible of all, though, was MDG 10—cut the proportion of people living in extreme poverty—defined as surviving on less than US\$1 a day—in half by the year 2015.

The big question, at least for those skeptical of such underpinnings, is that the poverty eradication target looks very likely to be achieved. An interim report on the MDGs, released by the UN earlier this month to mark the halfway point in the process, said 1.9 per cent of people in developing countries are in extreme poverty in 2010, down precipi-

tously from 31.6 per cent in 1990, the base year chosen by the UN. That means hundreds of millions fewer at the bottom of the economic ladder—850 million living on less than a buck a day in 2004, down from 1.25 billion in 1990.

Programs other MDGs in proving harder. Trends suggest, for instance, that the UN's aim of halving the proportion of people living without adequate drinking water and sanitation by 2015 will be missed by 600 million people, and the goal of reducing the proportion of undernourished children will be off by 30 million. Those grim figures are reminders that even dramatic reductions in extreme poverty will leave vast populations living in dire conditions. But there's still reason for optimism. As Jose Antonio Grampá, the UN's under-secretary general for economic and social affairs, pointed out in the release of the interim report, "new developing countries are demonstrating that rapid and large-scale progress toward

extreme poverty is possible."

Most of the historic upswing is, and is probably, coming in unexpected: China and India, along with smaller fast-growing Asian economies. That leaves sub-Saharan Africa as the major challenge. Yet Africa is by no means the deeply broken story it seemed only a few years ago, even if all those press from rock stars and Hollywood actors for more aid tend to convey a message that nothing could possibly be going right. Programmatic aid, agricultural production in Malawi, no rapidly rising school enrollment in Ghana, no successive corruption scandals in Zambia, a typical example abroad wherever decent governments get reasonable levels of outside support.

Just as important is the fact that Africa's export economy—not a big focus of the celebrity set that shamed us on those "I Am African" ads—hasn't stalled despite failing commodity commodity, including oil, has turned up strong economic growth in sub-Saharan Africa to over five per cent for the past three years, the best pace, according to the World Bank, in over three decades.

Beyond Africa, the economic good news just now is remarkably widespread, suggesting the world's appetite for all sorts of prod-



RISING UP: According to the IMF, the pace of world economic growth in the past five years exceeds any stretch other than the early '70s

IN DEVELOPING NATIONS, 19.2 PER CENT OF PEOPLE LIVE IN EXTREME POVERTY, DOWN FROM 31.6 PER CENT IN 1990

ut is not so: "between economic growth in China and India and population growth in largely regions, particularly Africa," if China and India grow fast enough, he contends, they can be an one-size-fits-all blueprint for development, since no one reason for the slow growth in sub-Saharan Africa is that it's too poor. Most economists and aid experts point to another similar common denominator in a race for the fight against poverty: access to reliable, sound government, and accountable that supports pillars of long-term economic stability like education and infrastructure.

The obvious starting point in the search for more precise ideas that work are China and India. Economist Michael Krasny, Gates professor of development studies at Harvard University, is one expert who isn't afraid to connect the dots between far-flung places on the map. He warns against languishing there as something about Africa that means what's happening in China and India could never occur there. "That would be a mistake before, when many assumed that Western-style eco-

None of that will happen overnight. "Not that, for that matter, did Asia's supposed economic 'miracle,'" "Booms is a mixed bag," says University of Toronto economist Loren Brandt, an editor of the forthcoming book *China's Great Economic Transformation*. "People think this enormous growth in Chinese exports has been happening for only the past five years, but if you go back you see the rate of growth over the past 30 years has been fairly constant. This has been going on for a long time."

Brandt reviews several stages of China's economic transformation, starting a few years after Mao Zedong's death in 1976. The first decisive move was in rural areas, where



SPREADING WEALTH If China and India get rich fast enough, they will trigger consumer markets. They will reshape Africa's future

even limited reforms in the late '70s and early '80s—mainly allowing hundreds of millions to abandon collectives and return to family farming—spurred remarkable growth. The reversal was rapid and permanent. According to one estimate, 75.7 per cent of Chinese villagers were unpoafed in 1980, only 12.5 per cent in 2006.

The even more startling advances in Chinese manufacturing came after Beijing gradually introduced the first special economic zones in the 1980s, allowing some foreign investment and opening up new export potential. "It was," Brandt notes, "that way to open China in a very controlled way." One measure of the new revolution he estimates that 125 to 150 million former residents of China's interior have migrated to manufacturing centers in the coastal provinces. "If you go into a Chinese village these days, and I've spent a lot of time in Chinese villages, you discover a very mixed society, with people from the ages of 15 and 85," he says. "They're split."

That striking disparity between the interior and the coastal regions, the old countryside and the gleaming new cities, is evidence that the future of China is far from simple. Why are some regions lagging? Brandt tentatively

points to deeply entrenched patterns that persist. "China's a very patriarchal society," he says. "Agriculture is a hereditary occupation, the new south of Shanghai, had a long history of state entrepreneurship, and today the legacy is again the richest province in China."

Brandt's analysis depicts any sympathetic notion that China's rise is the sudden, unanticipated result of flinging a free market based, export-oriented policy unscathed. Instead, he sketches a decades-long process, begun in agriculture and accelerated in manufacturing. That's because to check living development in Africa's poorest countries and other very low-income nations, notably Afghanistan, will require anything less than a similar

level. Good, they argue that grand designs for lifting up poor countries don't work any better than conventional economic planning in rich ones.

Sometimes the argument is cast as pricing caustics, market-oriented progressives like Eswar Prasad, the economist and bestselling author who has emerged as the undisputed guru of the global anti-poverty movement. In reality, though, he decries a far more modest. Such, the key architect of the MDGs, established his credentials as an advocate of free-market reforms when he was advising countries like Poland and Bolivia to cut government spending and adopt strict anti-inflation policies in

WE SHOULD NOT IMAGINE THAT WHAT'S HAPPENING TO CHINA AND INDIA COULD NOT HAPPEN IN AFRICA

of innovation and progress

Not that China is necessarily the best model. Indeed, other high-growth Asian countries might be even more worth watching. Brandt says Vietnam, another poverty-stricken country he studies closely and visits often, has been more successful than China lately in building high-value agricultural exports, like coffee and coffee, which might be closer to a parallel with some African countries' accomplishments. Supporting rural entrepreneurs is a big component of Vietnam's current socio-economic development plan, which is supported by its donor nations, including Canada.

The reinvigoration of India, though, is often scoffed at by critics of the way and is sometimes held up as such language extremes. Led by experts like New York University economist William Easterly, author of last year's *The White Man's Burden: Why the West Hasn't Helped the Rest Since World War II* and *Is the Rest Better Off? So Much to Do and So Little Done*, he argues that

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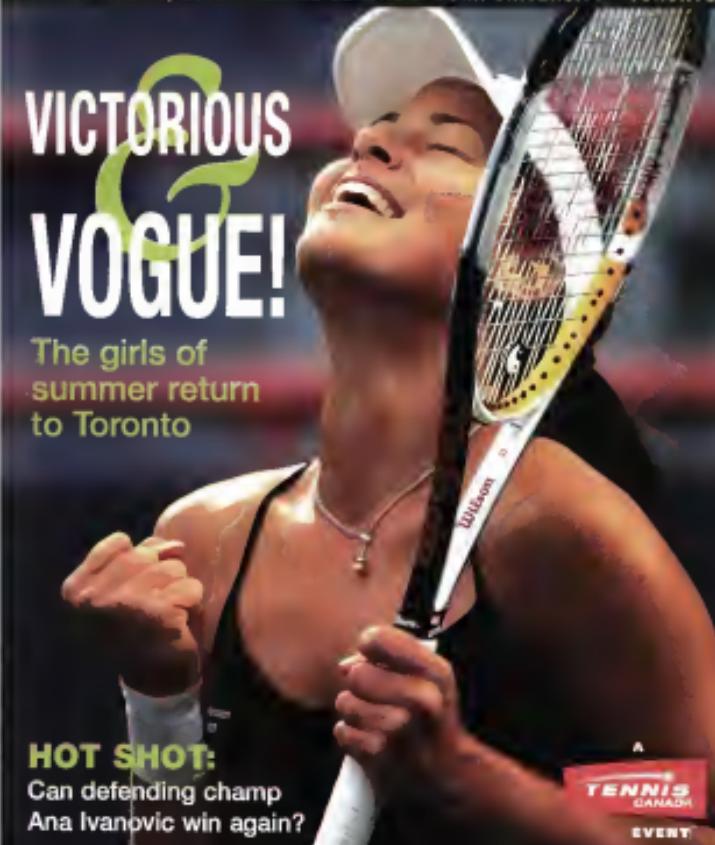
ROGERS
CUP

WOMEN'S TENNIS AT ITS BEST

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VICTORIOUS & VOGUE!

The girls of summer return to Toronto



HOT SHOT:
Can defending champ
Ana Ivanovic win again?

TENNIS
CANADA

EVENT

THE CONTENDERS



POWERFUL GROUNDSTROKES

When you ask Roger Federer to pick his favorite woman tennis player, he doesn't hesitate: **Svetlana Kuznetsova**.

And what is not to love? The steely Russian with the powerful groundstrokes is a reliable competitor every time she takes to the court. In 2006, the 22-year-old won titles at Beijing, Baku and Miami and ended the year ranked No. 4. This year she has reached the finals of four tournaments and brought her ranking as high as No. 3.

Kuznetsova considers her success a combination of having a tough Russian mentality and receiving excellent coaching at the tennis academy in Barcelone where she lives. But genes have to count for something. The former U-8 Open champ's father is a famous Russian cycling coach and her mother was a six-time world champion and Olympic cyclist.

That may explain why she has the most powerful legs in the game and can run around forever chasing down balls.

WICKED FOREHAND

Born tennis manager **Ana Ivanovic** surprised a lot of people last year when she surged from the pack to win the Rogers Cup, defeating Maria Sharapova in the final.

Clearly, it was no fluke. The Canadian will be a major player on the women's tour and a launch pad for the screaming success she has had ever since. Dubbed the "brown-hand Shriempova" for her stunning good looks and wicked forehand, Ivanovic has been picking up wins over the world's top players. And, if her website is any indication, the sultry brunette has become one of the most popular players on tour.

This year, Ivanovic won the title in Berlin and gained worldwide acclaim when she reached the final of the French Open, losing to the wily Belgian, Justine Henin. En route to the final, she defeated two Russian powerhouses: Maria Sharapova and Svetlana Kuznetsova. Self-described as strong-willed, sensitive and competitive, Ivanovic is just 19 and a force to be reckoned with. Without any doubt, she will be gunning to hold onto the Rogers Cup title that she says is one of the major highlights of her career.



KILLER ONE-HANDED BACKHAND

When Belgian's **Justine Henin** takes to the courts at the Rogers Cup presented by American Express, she will be looking to regain the title she won in 2003.

She will be hard to stop. As the world's No. 1, she has played some of the best tennis of her life this year. Although this is one of the smallest players on the tour, what she lacks in height and power she makes up with speed around the court, fancy footwork and a killer one-handed backhand.

Henin's supreme athleticism and competitive drive were clearly on display at the French Open when she won her third consecutive title—fourth in all—defeating Rogers Cup defending champion Ana Ivanovic in the final. Only one other player in the Open era has accomplished this three-peat at Roland Garros—the amazing Monica Seles.

This year, Henin's on-court exploits have been matched by dramatic events in her personal life. In early January, she separated from her husband of five years, Pierre-Yves Hardenne. Then, weeks before the French Open, she reunited with her father, brothers and sister with whom she had been estranged. She dedicated the win to her family members who joyously watched her from the stands for the first time. "It is a huge step in my life to be in touch with my family again," she said.

Henin would love to take another big step by regaining the championship she won four years ago in Toronto.



STRONG WINNING MENTALITY

Jelena Jankovic is part of the amazing one-two punch that the small country of Serbia has wrought on the tennis world. The 22-year-old Jankovic and her Belgrade-born compatriot, Ana Ivanovic, have soared to the top ranks of the tennis world this year.

Jankovic comes to Toronto after winning titles in Auckland, Cheltenham, Birmingham and Rome. And what a heartbreaking childhood she had. As a junior growing up in war-torn Yugoslavia, she endured bombings and played on makeshift courts. Despite the tribbles, her phenomenal talent came to the attention of Florida's famed coach Nick Bollettieri. At his tennis academy, Jankovic developed the hard-hitting, take-no-prisoners style that has become her calling card. Although she is nicknamed "Jelly" and known for her great sense of humor, Jankovic plays to win: "Serbs are very, very tough people with a strong winning mentality," she said. "I don't like to lose, and I never give up."





HARD-HITTING BASELINER

There are seven Russians ranked in the Top 20 in the world, far more than any other nationality. Moscow's **Anna Chakvetadze** is one of them. Recently, she played her way into the Top 10 rankings. And you get the sense she has only just begun.

The 20-year-old Chakvetadze joined the Sony Ericsson WTA Tour in 2003 and quickly made her presence felt. At her first Grand Slam, she defeated the No. 3 ranked Anastasia Myskina. Last year, she won two tournaments and then made the quarter-finals of the 2007 Australian Open, losing a close match to compatriot **Marina Sharapova**.

Not content to be another hard-hitting baseliner, Chakvetadze has a great range of shots comparable to Martina Hingis. In June, she reached a career high ranking of No. 8. Keep an eye on her, because she is going places.

TACTICAL GENIUS

It seems like a time warp when Switzerland's **Martina Hingis** steps on court. In the late 1990s, Hingis dominated women's tennis. In 1997, at the age of 16, she won the first two of her eventual five Grand Slams (Wimbledon and the Australian Open), becoming the youngest Grand Slam champion in the 20th century.

Six years later, after holding the world No. 1 for a total of 200 weeks, her phenomenal run came to an end. She was forced from the game with nagging foot injuries. Last year she returned to full-time play, and she almost immediately made her presence felt. Since then, she has climbed to as high as No. 6 in the world rankings, has won three titles and has reached the finals in another three, including last year's Rogers Cup.

The younger, hard-hitting players know that the 26-year-old Hingis is still a tactical genius, a danger in every stroke. This is one champion you can never count out.



CROWD FAVOURITE

French **Amandine Mauresmo**, a two-time winner of the Rogers Cup presented by American Express, will be here to notch her third Canadian title.

A perennial crowd favourite, the 28-year-old Frenchwoman may be a tour veteran but this year she is trying to find her form. After a scorching 2006 season in which she won her first two Grand Slams (the Australian Open and Wimbledon), she has been plagued by injury and illness. In March, she was operated on for acute appendicitis and missed almost two months of play. Then she was struck with a thigh problem.

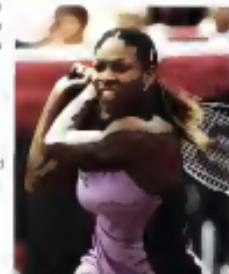
But the former World No. 1 who is widely considered the most stylish player in the game is keen to get back to her winning ways. With her trademark one-handed backhand and aggressive net play, Mauresmo will always be a threat on the hard courts of the Rexall Centre.

EIGHT-TIME GRAND SLAM WINNER

Serena Williams, the eight-time Grand Slam winner, is back to the tennis tour this year. In January, the unseeded Serena won the Australian Open, defeating then World No. 1 Maria Sharapova in the final. Two months later, she won in Miami, defeating both Sharapova and Justine Henin in a lesson in how to win.

Yes, folks, it appears like Serena is getting serious about tennis again. After taking a great deal of time off to heal injuries, the powerful American who won the Rogers Cup in 2001 has recommitted herself to the sport. Now fitter and faster, she is capable of dominating the competition with her strong serve and devastating groundstrokes.

Translation: Serena will be hard to beat if she is on her game.



HIGHEST PAID FEMALE ATHLETE

At the end of 2005, Russia's **Maria Sharapova** was the highest-paid female athlete in the world. She had just come off a win at the U.S. Open—her second Grand Slam—and she seemed unbeatable again.

But the blonde from Siberia got a rude awakening when she played in the trials of the 2007 Australian Open. There, she was beaten soundly by a resurgent Serena Williams. In the run up to the French Open, Sharapova was sidelined with a shoulder injury. And clay has never been her favourite.



surface. "I feel like a cow on ice out there," is how she described playing on the red clay at Roland Garros.

She beat off her way to the French semi-final before losing to Serbia's up-and-coming dynamo, Ana Ivanovic. Depending on how her shoulder holds up this summer, the 20-year-old Sharapova still has the strokes and mental toughness to beat them all. When you clunk your racquet down to see her play, you know you are going to get your money's worth. Part athlete, part businesswoman, Sharapova knows how to put on a show.

CANADIANS AT THE ROGERS CUP

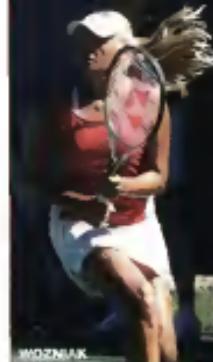
Tennis Canada owns and operates the Rogers Cup men's and women's tournaments, which are two of the premier events on the ATP Tour and Sony Ericsson WTA Tour. But Tennis Canada has a higher calling as well. Founded in 1980, this non-profit national sports association is responsible for the growth, promotion and showcasing of Canadian tennis.

Tennis Canada's goal is to make the country a leading tennis nation by 2020. And increasingly, Canadian are beginning to make their mark on the world stage. The hopeful Canadians who will compete at the 2007 Rogers Cup are sure to be the up-and-coming members of Canada's Fed Cup team. Leading the pack is **Aleksandra Wozniak**, the 19-year-old from Bienne, Que. Earlier this year she reached a career high ranking of No. 83.

on the Sony Ericsson WTA Tour, becoming the first Canadian female to crack the Top 100 since Sonya Jayaramian in 2000. This came after Wozniak, who won three Challenger events in 2006, reached the final of a 2007 WTA tournament in Morocco.

Closely on her heels will be Fed Cup singles player **Stephanie Dubois**, a 20-year-old from Laval, Que., who has been ranked as high as 115 on the WTA computer. Dubois advanced to the third round of the Rogers Cup in Montreal last summer, capturing the attention of the Canadian tennis world and vaulting her to stardom in her home province.

"That week was like a dream come true," Dubois recalled. "I remember going to the stadium when I was a kid and running around the courts getting autographs, and last year people were asking for mine. It was unbelievable."



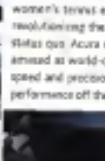
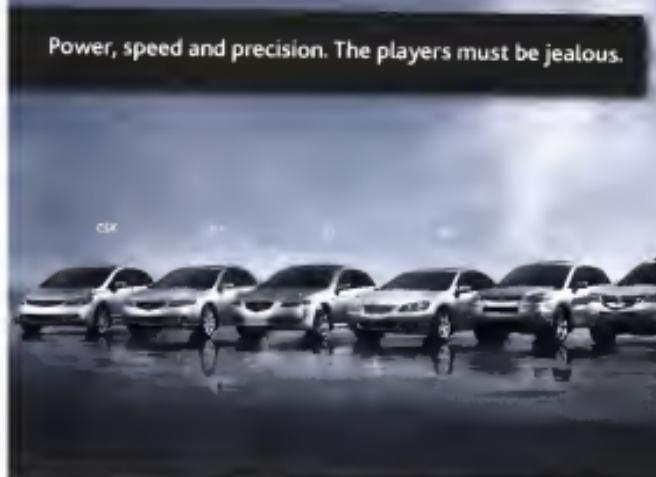
DUBOIS
Rounding out the field are two more Quebecers: **Marie-Eve Pelletier** and **Valerie Tetreault**.

While Pelletier is a veteran of Fed Cup play, the 10-year-old Tetreault is just starting to make her mark. Over the last few years she has made great progress as her WTA ranking has jumped almost 700 spots (from No. 938 at the end of 2005 to 231 in early 2007). Tetreault was also a singles finalist in three 2006 challengers and is clearly a Canadian to watch.



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THE EVENT



The Rogers Cup presented by American Express gets underway August 11 at York University's Hazel Centre.

In an effort to resolve disputed line calls fairly, players will be allowed to challenge the umpire. The first winner? An instant replay that will clearly show whether the ball is in or out.

Here's how it works: each player is permitted two challenges per set. If a player's challenge is upheld and the call overturned, she retains both challenges. If not, she's down to one. After two lost challenges, she can't challenge a call for the remainder of the set. In tie-break games, one additional challenge is allowed.

Replays will be seen by television audiences at home and by stadium fans on huge video boards, thanks to Hawk-Eye. Utilizing electronic line-calling technology, a network of cameras mounted atop Centre Court which produces a three-dimensional image of where the ball lands.

The system debuted in March, 2006 at the Nasdaq 100 in Miami, where 53 of the 161 challenged calls were reversed. "It adds another element for the fans," said Andy Roddick. "If the player is right, everybody screams; if not, he's an idiot. It's great for the game."

TOURNAMENT SCHEDULE

Session	Date	Schedule	Gates Open	Start Time
1	Sat, Aug. 11	Qualifying	9:30 am	10:00 am
2	Sun, Aug. 12	Qualifying	9:30 am	10:00 am
3	Mon, Aug. 13	1st round	10:00 am	11:00 am
4	Mon, Aug. 13	1st round	5:30 pm	6:30 pm
5	Tues, Aug. 14	1st/2nd round	10:00 am	11:00 am
6	Tues, Aug. 14	1st/2nd round	5:30 pm	7:00 pm
7	Wed, Aug. 15	2nd round	10:00 am	11:00 am
8	Wed, Aug. 15	2nd round	5:30 pm	7:00 pm
9	Thurs, Aug. 16	3rd round	10:00 am	11:00 am
10	Thurs, Aug. 16	3rd round	5:30 pm	7:00 pm
11	Fri, Aug. 17	Quarter-Finals	10:00 am	11:00 am
12	Fri, Aug. 17	Quarter-Finals	5:30 pm	7:00 pm
13	Sat, Aug. 18	Semi-Finals	10:00 am	1:00 pm
14	Sat, Aug. 18	Semi-Finals	5:30 pm	7:00 pm
15	Sun, Aug. 19	Finals	10:00 am	11:00 am

ROGERS CUP BROADCAST SCHEDULE AUGUST 13-19

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1:00 pm-5:00 pm LIVE TSN	7:00 pm-9:00 pm LIVE TSN	1:00 pm-5:00 pm LIVE TSN	1:00 pm-5:00 pm LIVE TSN	1:00 pm-5:00 pm LIVE TSN	1:00 pm-5:00 pm LIVE TSN	2:00 pm-3:00 pm LIVE TSN
6:30-8:00 pm LIVE TSN	7:00 pm-10:00 pm LIVE TSN	7:00 pm-10:00 pm LIVE TSN	7:00 pm-10:00 pm LIVE TSN	7:00 pm-10:00 pm LIVE TSN	7:00 pm-9:00 pm LIVE TSN	6:00

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OFF THE COURT

SHARAPOVA
APPOINTED
GOODWILL
AMBASSADOR

Maria Sharapova joined an elite group of global athletes when she was appointed a Goodwill Ambassador for the United Nations Development Program (UNDP). At a ceremony at U.N. headquarters in New York, Sharapova presented a \$100,000 contribution for UNDP Chernobyl-recovery projects and said she will work to rally support for the global campaign against poverty.

DAVENPORT GIVES
BIRTH TO HER
FIRST CHILD

Three-time Grand Slam winner **Lindsay Davenport** gave birth to her first child, a baby boy, on June 10. Davenport, who left the tour last year, is married to investment banker and former Southern Cal player Jonathan Leach. "My husband and I both wanted to start a family," said Davenport, one of the Sony Ericsson WTA Tour's all-time greatest players. "It's happening now and I'm looking at tennis as the former part of my life. I'm starting a new life now."



SELES TO PLAY A FEW MORE TOURNAMENTS?

Whatever happened to **Monica Seles** promised return to tennis? Frankly, it looks less and less likely. In 2003, Seles was sidelined with a niggling foot injury. In February 2005 she played two exhibition matches against Navratilova and announced that she will return to the game early in 2006. With the clock ticking, Seles has said that she intends to play a few more tournaments before officially retiring. We all hope so.

CLIJSTERS ANNOUNCES
HER RETIREMENT

The Sony Ericsson WTA Tour suffered a big loss this year when former world No. 1 **Kim Clijsters** announced her retirement. The wildly popular Belgian earned U.S. \$15 million on tour and won 34 singles titles. But for some, she will always be known for her generosity. In one California tournament, Clijsters showed up at an auction to raise money for breast cancer and paid U.S. \$11,000 for a little puppy. She then promptly gave the dog to a woman in the audience who had just lost her dog days earlier.

WILLIAMS TO STAR
IN A NEW REALITY
TV SHOW

Serena Williams is known for the blistering speed of her shots, but recently she has been testing her speed on the racetrack. Williams is one of 12 celebrities, including singer Jewel and actor Willem Dafoe, who will star in a new reality TV show called *Fast Cars & Superstars*. - *Gillette Young Guns Celebrity Race*. In this show, the celebs will team up with stock car racing's biggest drivers to learn what it takes to win behind the wheel.



MATCH POINTS

CALCULATING THE RANKINGS

You definitely need a computer and perhaps an advanced degree in mathematics to figure out how the WTA folks arrive at their women's tennis rankings. The rankings, published every week on the Sony Ericsson WTA Tour website, are a must-read as they determine player acceptance and seeding for all tournaments.

Here's how they work: Rankings are based on a 52-week, cumulative system. The number of tournament results that comprise a player's ranking is capped at 17 for singles and 11 for doubles. The results used to determine a player's ranking are the tournaments yielding the player's highest ranking points over the past 52 weeks including points from the mandatory Tier I tournament and the Grand Slam tournaments, if the player qualifies.

WTA RANKINGS

Top 20 as of Monday, July 2

Rank	Player	Rank Pts.	Pos. Moved	Team
1	Hewitt, Justine (SWE)	4457	0	13
2	Sharapova, Maria (RUS)	3878	0	15
3	Jankovic, Jelena (SRB)	3241	0	30
4	Kuznetsova, Svetlana (RUS)	2978	+1	21
5	Nanovic, Ana (SRB)	2896	+1	21
6	Mauresmo, Amelie (FRA)	2424	-2	18
7	Wozniacki, Soren (USA)	2360	+1	10
8	Chakvetadze, Anna (RUS)	2221	-1	21
9	Petrova, Nadezhda (RUS)	2000	0	24
10	Vaidišová, Nicole (CZE)	1973	0	17
11	Bertoli, Marion (FRA)	1875	+8	32
12	Hantuchová, Dominika (SVK)	1867	0	26
13	Hingis, Martina (SUI)	1645	-2	18
14	Sethna, Divina (RUS)	1742	-6	21
15	Dementieva, Elena (RUS)	1699	-2	21
16	Schreyer, Patty (SUI)	1671	-1	23
17	Wozniacki, Venus (USA)	1595	+16	11
18	Pe'er, Shahar (ISR)	1529	-2	22
19	Belova, Tatjana (FRA)	1410	-2	19
20	Li, Na (CHN)	1159	-2	26

THE SONY ERICSSON WTA TOUR RANKING POINTS DISTRIBUTION

Tournament Category	Total Financial commitment	W	F	SF	GF	R16	R32	R64	R128	QF/R	Q3	Q2	Q1
Grand Slam		1000	700	450	250	140	90	60	2	31	25	19	2
ITF Championships		750	625	385	185	105							
Tier I	\$3,000,000	500	350	225	125	70	45	30	1	20	15	10	1
Tier II	\$665,000	300	215	140	75	45	1			15	10	5	1
Tier III	\$205,000	195	115	75	45	30	1			5	3	1	
Tier IV	\$145,000	115	60	50	30	15	1			7	3	2	1
ITF	\$195,000+H	75	45	40	25	1							

Key: W = Winner, F = Finalist, SF = Semi-finalist, GF = Grand Finalist, R = Round of

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also called *Partnership*. The aim is to funnel more aid toward the government budgets of developing countries, instead of separate aid-funded projects, track results, and improve accountability.

Another high profile bid to find ways to improve the payoff from every aid dollar spent is Sacha's highly touted *millennium villages* project. Under the program, impoverished villages are given the basics—typically fertilizer and seeds, mosquito nets, a water supply, health care and schools—and then are instructed to use how they use these building blocks to improve their lot. Arguing that surprisingly little is needed to alleviate the worst suffering, Sacha calls extreme

countries. The Inter Organization for Economic Cooperation and Development tally official development assistance given Canada at a dismal 10th spot, spending about 1.1 percent of gross national income to helping poor countries. The below-of-average spending levels in the Scandinavian countries, Canada and Norway, but also well behind Germany and France. (The US and Japan, however, trail Canada.) Canada spends less than half of the UN target for all developed countries of 9.7 percent, established by former prime minister Lester B. Pearson in a 1969 report for the World Bank.

But the Afghan issue, Haiti and Sudan. New questions are arising about how consistent Harper's government is on the MDG, especially when it comes to African poverty. The government has opposed a private member's bill that would specifically require Canada to direct aid to alleviating poverty and provide quicker and clearer accounting for how it spends money. As well, Harper's recent trip to Latin America and the Caribbean underscored his still somewhat vague preference for shifting some of Canada's focus to the western hemisphere.

International Cooperation Minister Jose

rather than committing to meet the UN standard, successive federal governments



THE CHALLENGE AHEAD: Here CBA's spending in Heidi and Boogie is reflected—as long as it doesn't make less for next October's edition.

'CANADA HAS A ROBUST ECONOMY AND A CAPACITY TO MEET OUR AID OBLIGATIONS. BUT WE HAVE FAILED.'

poverty a "stupid reason" for anyone to do. He estimates the developed world would have to roughly double aid budgets to more than US\$1200 billion a year to end poverty in a generation.

If that sounds like a lot, consider the fact that more generous aid would not be spent in a vacuum. The world economy is becoming more and more, and, at least in theory, more assistance could help other poor countries into that expanding global marketplace—if they were welcome. A point of shame for the rich North is to be the failure of the WTO's

Doha talks to banister out a deal to open their markets to exports from the poor South. The latest breakdown in talks last month was blamed by some as the refusal of developing countries to agree to cut their own tariffs on manufactured imports in return for the U.S. and European Union's easing farm subsidies.

Canada can't hope to drive the Delta round, but Canadians have other reasons to question Ottawa's commitment to the poorest

else Afghanistan, Haiti and Sudan). But new questions are arising about how concentrated Harper's government is on the IDB, especially when it comes to African countries. The government has proposed a private member's bill that would specifically require IDB to conduct aid to alleviating poverty and provide quicker and clearer accounting for how it spends money. As well, Harper's recent trip to Latin America and the Caribbean underscored his still somewhat vague performance for shifting some of Canada's focus to the western hemisphere.

International Cooperation Minister Josee Turner, who is sympathetic for CIDA, recently said she's "not willing to accept" any deal.

how to implement that policy, and also been instrumental about whether it got massive money for Africa. The North West Institute's Peter says more CIDA funding is, say, half and Bolivia would be welcome—but part of it means less for Ghana and Mozambique. "There's a lot of concern at the moment among Canadian NGOs in Africa and their African partners," he said we're shifting orientation of aid to Latin America from sub-Saharan Africa, that's where our concern is."

Strong policies will always be a reality because it comes to making taxpayer resources of employed Canadians were persuaded that if you won't care for poverty really could be vanquished, they would be willing to hardlock free trade in Latin America without threatening Alberta. The case can now be made that the U.S. can't be expected to do well in all likelihood to be achieved, thanks largely to health care reform. Serious economic failure in Alberta could be next, given the trade rules from a salvaged North American trade or two of patient, more effectively general and continued progress toward corruption and conflict. It won't be easy, the fact that it now looks possible should surely be enough. ■

NATO IS GETTING JITTERY

The thought of Canada and the Netherlands leaving Afghanistan is cause for concern

BY PAUL WELLS • On June 16, a Dutch military team set out to celebrate International Women's Day by visiting a girls' school in the city of Tarn Kow. In the eastern Afghan province of Oruzgan, it was the kind of task the Dutch army prefers: a quiet day's work with a positive message and a friendly dose of co-operation with Afghan civil authorities. Dutch authorities argue repeatedly that they will fight the Taliban if they rearise—but that they'd rather put the Islamic guerrilla movement into business by appealing to ordinary Afghan hearts and minds.

An isolated incident it would have been had enough, but the suicide bombing marked the launch of a concerted Taliban assault against the Dutch troops and Afghan army checkpoints in Uruzgan. The fight lasted for two days and ended in the town of Ghara, near Tarn Kowt. There immediately lost. One more Dutch soldier died, apparently from Dutch mortar fire. At least 10 Taliban soldiers died. Several Afghan civilians were also killed, though in numbers they paled to the Taliban against the Dutch army.

Wrecks lie at the sprawling headquarters of the North Atlantic Treaty Organization in Brussels, much of the hullage pangs about the Dutch freighter *St. Olaf*. The Netherlands is not known for living warlike. At home, in 1995, Dutch troops stood by, helpless, while Serbian forces killed thousands of Bosnian Muslim civilians. In the intervening decade, the Netherlands government has continued to cut military spending, just as Canadian governments did in the 1990s. NATO allies, including Canada, have sometimes armed themselves with a song of soldiers' doggerel that pokes fun at the Dutch troops' fighting spirit: "Woden aben wulst dron."

the soldier went. Which leads us to the other topic of participation among NATO partners: that the two most plucky middle powers in ISAF, the International Security Assistance Force, are preparing to rotate out of their parts in the south of Afghanistan. And that no other country will be willing or able to take our soldiers' place.



THE PRAIRIE 14, Issue 2, Fall 2013, ISSN 2153-584X, © 2013 University of Alberta Press, 978-1-77080-049-0

substantially larger troop deployments to Afghanistan, but their commitment to the mission seems unlikely to flag any time soon. Of the 40,000 USF troops throughout Afghanistan, about 16,700 are Americans, 6,500 British, 3,500 Canadians and 1,300 Dutch. Only Germany, Italy, Poland and Turkey have also fielded national contingents of more than 1,000 soldiers.

All of which puts on Canada and the Netherlands a particularly heavy burden. Periodicizing the two countries to stay in the rush of Afghanistan—or finding replacements in the event the country decides to scale back its commitment—“will be the big issue for us, absolutely,” a senior NATO official told Maclean’s.

A diplomat from a smaller NATO member nation went further: "I frankly fear a negative domino effect. Else the Dutch will warn

the Canadian Forces groups in Saudi Arabia remain驻留至 August 1998. And Balkenende has promised a *secretary debate* this autumn, on what

While Dutch parliamentarians prepare for a referendum, Dutch public support for the alliance is deteriorating. Polling by the Maat en Hand firm shows that only 34 percent respondents favour continuing the coalition in early July, down three points from a month earlier. The number calling for the ministers to end in 2008 stood at 39 percent, up seven points since June.

So at the next NATO summit in Bucharest, Romania, in April of 2006, leaders of the alliance are bound and determined to come up with good news for a change.

They want Afghanistan and Pakistan cooperating better to reduce the Taliban's shelter.

ERSUADING CANADA AND THE NETHERLANDS TO STAY IN THE SOUTH OF AFGHANISTAN—OR FINDING REPLACEMENTS—“WILL BE THE BIG ISSUE OF 2008, ABSOLUTELY”

Journal Production Editor

such a party. Such a party, Canada's new prime minister, Stephen Harper, has begun to make the scattershot argument he will only extend to the Canadian public today if there is a "political will" among parties to do so.

the similarity of rhymes, and the ease with which Dutch and Canadian denials that there must be stealth within stealth, each other, that has NATO officials just as worried as they are about the lack of franchises to whatever they ask who might like to be the battle-weary armies of the front of Afghanistan's most dangerous terrain, the southern provinces.

body from any country or the NATO
military structure will serve the needs
of the common man for the record, but of
all everyone knows who they are: France,
England, Spain, Italy, and perhaps Turkey
and Greece. They have the big, sophisticated
military armaments that would come in handy
in the subversive chase the Taliban into these

There is a difference this year from last.

the reluctance of NATO officials to openly call out the nuclear contours for war. NATO's top commanders tried to dampen and disown last week, and it is going to well. In the run up to a NATO air-space enforcement summit last November in Riga, Latvia, secretary general Jaap de Hoop Scheffer publicly called for more in the teeth from nations that hadn't, or won't, say sorry. And he was written in

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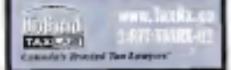
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would empathize for any lesson plan offered using the postcards of other cities—very rarely relieved at the chance to visit France's one. After the Sept. 11, 2001 terrorist attacks on New York and Washington, "we did our job," the diplomat said. French pilots participated in bombings against Taliban targets. French soldiers were sent to the cause in the educational, unsuccessful attempt to hunt down Osama bin Laden. When NATO took over command of the multinational force in Kabul, Afghan staff said, "we said okay."

When NATO extended its operations to the west, "we said, 'We're staying in Kabul,' the French diplomat said. "When NATO pushed south, "we said, 'We're staying in Kabul.' We have always said, be careful in the north, and in the east, there's no rule, the Americans and the British said, 'Come on, come on, let's go!'

France has had cultural and military commitments in Afghanistan since countries like Canada don't—Lebanon, Kosovo, the Ivory Coast. And like Germany, the French did, however, in 1993, to combat troops and aircraft to support other allies, an combat insurgents, in a combat emergency. Jeanne Appelbaum, the Canadian-born official spokeswoman for NATO, said this had led to

really think 1,000 or 2,000 more troops today would make a difference."

Appelbaum, the NATO spokeswoman, sprang simultaneously with at least that much of the French press. International media eventually take over their combat, whose goal has been to secure Afghan territory from Taliban rule or harassment, he said. And eventually Afghan troops must take over from foreign troops in ensuring the nation's security.

"There's a bushytail phrase the Taliban are supposed to use—'You have the watches, but we have the time,'" Appelbaum said, warning that the Taliban are prepared to move massive manpower out and move in after our soldiers leave. "And that makes

HAFER won't mind Canada's retaking post 1993 without a 'bushytail' comment."



'THE DUTCH DIDN'T PICK THIS FIGHT,' SAYS A NATO OFFICIAL.
'THE TALIBAN TOOK IT TO THEM, AND THEY GOT THEIR KNEES CUT OFF.'

French Foreign Affairs spokesman, does no one
speak for Canadian combat troops.

"Obviously, obviously, if NATO troops
found themselves somewhere like Carter or
the Little Bighorn, like Dien Bien Phu,
surrounded and facing a vast, of course
we would send our troops," the French diplo-
mat said. "But that's not what's happen-
ing. In each of these confrontations—at
Chara, in Operation Minaret [the most
famous night Canadian troops have been
in so far in Afghanistan]—NATO troops, Mil-
itary, NATO is winning."

The question, the French diplomat said,
whether one hand-to-hand war after
another is sufficient. Like just shoot
another one, including Canadians, Brits and Amer-
icans, French argued instead that civil recon-
struction and a competent, indigenous
Afghan administration offer the only real
hope for Western influence. "The Russians,
with 350,000 men, wouldn't hold Afghanistan,"
the French diplomat said. "Do you

people believe? Well, the answer is that the
Afghan National Army lives there too."

By NATO's account, training of the Afghan
army proceeds at a snail's pace. Three years
ago there were, for all intents and purposes, no
anything in an Afghan army; today it stands
at 30,000 soldiers and it should double in size
in another three years, Appelbaum said.

Many Afghan units have units of NATO
troops embedded within them in what are
called Operational Mentor and Liaison Teams,
or OMLTs (known as "embeds"). The Afghan
army is holding operational units faster than
NATO can supply OMLTs to train them. "So
while I can see a generation long development
effort, the military effort in Afghanistan has a
firm end," Appelbaum said. "And the firm
end comes when the Afghan army can hold the line."

The reporter interviewing Appelbaum
couldn't help pointing out that this sounds
like the White House's line for Iraq more
of 2006—that the Americans would "stand
down" when a coherent Iraqi army began to
"stand up." And that hasn't been going well.

"Appelbaum, the NATO spokeswoman, sprang
simultaneously with at least that much of
the French press. International media even-
tually take over their combat, whose goal

is to secure the perception of the Afghan-
ians conflict."

It's a touchy response, he added. "There
is no incentive war in Afghanistan. There is
a broad rejection of the international press
there. There is a clear mandate to show what
we're doing. So this analogy is simply wrong.
But the timing has been very unfortunate
and has a real effect on public opinion."

In the Dutch parliamentary debate over
extending their mission, and the Canadian
debate that followed within several months
thereafter, the extent of that
effort will become clear. But at NATO headquarters, the
United States is a concern for
a second reason.

The international presence
in Afghanistan began, well, the mid of 2001, under
the command of a wounded and enraged United States. And
it was only with the consent of the Americans that NATO
was permitted to take over
operational command of
most foreign troops in Afghanistan in 2003. While Iraq had
obviously, and at great cost, replaced Afghanistan as the
highest foreign-policy objective of the Bush
White House, it still took a leap of faith to hand responsibility
for the birthplace of
the Taliban over to a multinational coalition
with a lot of European at it.

NATO is a great show of offering col-
lective decisions making wise military
policies, but it is an open secret that since the
end of the Cold War (1990), the alliance has
never been without an American pres-
ident pushed it in—into Kosovo and Serbia
under Bill Clinton in 1999, and then in Afghan-
istan under George W. Bush after 2001.

Afghanistan, then, is a test for NATO, still,
today. "However I can't see this ending alone,"
the senior NATO official told Maclean's. "The
survival of the alliance would be threat-
ened. However time will stand ourselves
doing the other kinds of roles, pacifying the
Balkans or doing these various missions."

So in a perverse way, some combination
of allies can't be found to split off the Can-
adian and the Dutch in the most dangerous
regions of strategically-volatile country.

Canada's worry, though, is that the United
States' worry is that it would not be likely
to get handed such an assignment again.

Common cause, at a distance

Supporting the U.S. yet acting independently is a tricky act for Canada

BY DAVID EH BAWAAGE During his tour of Latin America last week, Stephen Harper, a group of business leaders in Santiago, Chile, that Canada's "principled independence" "out-edges" Latin American neighbors because it's "the syndrome of economic nation, also, political authoritarianism, and class warfare" or becoming "just like the United States," whatever that means. The Prime Minister gave the impression of putting George W. Bush in the same basket as Venezuelan President Hugo Chávez, and taking him out to the curb. But something more complex is going on as Canada launches a major new foreign policy engagement in Washington's backyard. While he may have appeared to be distancing himself from Washington, behind the scenes he was growing closer.

A week before Harper set off on his wide-ranging tour of Colombia, Chile, Barbados and Haiti, when he announced trade agreements and other commitments, his entourage to Washington, Michael Wilson, took a trip of his own—to a hotel in Crystal City, Va., where President George W. Bush, First Lady Laura Bush, Secretary of State Condoleezza Rice and four other U.S. cabinet ministers presided over a White House conference on the Americas. "I believe the Almighty implants in each soul great human potential. And it's our intent to help people realize their full potential," said Bush, who showed off U.S.-funded public and private initiatives on education, health care, infrastructure, and macro finance. Wilson was there to take notes, looking for examples that Canada could imitate, just, complement or challenge by. "There is a lot of common ground that we should be able to all together," said Wilson, who also convened dinners with Washington policy experts to pick their brains about what Canada could do in Latin America, and pronounced himself "cautiously" by the "enthusiasm" among the Washington policy elite for Canada's new aggressive démarcher in Latin America.

It's all part of a bigger diplomatic picture. Since his arrival in Washington in March 2006, following bitter rows over the Iraq war, ballistic missile defense and softwood lumber, when he made it an embassy priority to

explore seek out what he calls "common cause"—areas of journalistic operation around the world, from opening free markets to cutting loose rules and rebuilding failed states—where Canada and the U.S. share the same broad goals. The Harper government wants to leave its stamp on the world stage, and along the way Wilson wants to show the White House and Congress that the Montreal relationship goes beyond simply managing a handful of growing irritants, and can rise to the level of a "partnership" in the world.

"The American value leadership," explains Wilson, up in his embassy office with its gold

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"The American value leadership," explains Wilson, up in his embassy office with its gold

and limestone in. "We don't necessarily have the bilateral agenda to deal with, but I think the Harper government has sought to handle these issues in a co-operative way, rather than just complaining our loud about them."

Wilson plays down whatever cold calculations he's had to his approach. "I wouldn't put it in the sense of being a grand strategy," he says, "but it's a natural progression of policy thinking." It doesn't hurt that some of the congressional committee that deal with Canadian issues have as their mandate the entire Western Hemisphere. If Congressmen engage on issues of primary interest to them, it gains attention and prestige for its own priorities. And Wilson notes that when Canadian officials meet with Peter MacKay, global issues ranging from medical care to proliferation to the Middle East are at the top of his agenda.

The most visible "common cause" between

for Washington congressional. There are things Canada can do on the world stage that the United States, at this moment in history, simply can't. "They are the superpower and we aren't," Wilson told us in speech in Toronto last January. "That makes the range and capabilities available to the United States in shaping the international a gravity-defying advantage from those available to Canada. That's an advantage, but also an disadvantage."

Latin America is a case in point. In Colonia, Canada can help toward reconciliation between former paramilitaries and rebels, a task made exemplified for the U.S. after it has a heavy military involvement in the country. Canada also has an advantage

in promoting good governance and institution building. When MacKay was designing an electoral commission, advice and assistance that was so far from Canada would have been threatening coming from Washington. Both Canada and the U.S. want to see the region toward democracy, but it's easier for Canada to talk about freedom and human rights than it is for Bush, who is used to his own record. "Canada doesn't carry that baggage, not nearly to the extent that the U.S. does," says Peter Hahn, president of the Inter-American Dialogue, a Washington-based think tank on Western Hemisphere affairs, and one of the experts who Wilson has invited to the embassy.

And given that Bush has asked military aid, Canada could play a crucial role in hemispheric co-operation, from pushing a hemisphere-wide trading area to the strengthening of the Organization of American States. "That's a role that Canada can take on with greater credibility than the U.S. at this point," said Hahn.

There are numerous other areas where Canada is working in tandem. Canada has already pushed other countries to follow the U.S. lead on dealing with Iran, it has been pressing a missile-based approach to energy development, it's international trade and agreements, and has taken a leadership role in an alliance of G8 countries to help destroy

WILSON (left) is trying to find ways to show Bush's White House that the relationship between Canada and the United States can rise to the level of a "partner."



DURING HARPER'S TOUR of Latin America last week—while both he seemed to take a unique path—he met with Colombia's Foreign Minister Fernando Araujo in Bogotá.

view of the Capitol alone. And in a way where friends have been in demanding supply; this approach is not unnoticed. Says State Department official: "It's exactly what we have wanted from Canada, a partner who will work with us together on the 90 per cent of international issues where our goals are the same: debt reduction, adherence and/or solidate democracy and good governance, prevent the proliferation of WMDs, promote economic development through open trade

and Canada and the U.S. is, of course, Afghanistan, and Canada's NATO role there is one they're recognizing. "When I go to see people on the Hill, more often than not they will make reference to the great work our men and women are doing in Afghanistan. So, yes, it does help," says Wilson. "I've had it said to me very bluntly by members of that administration that where we do work together it is very definitely noticed by them."

But "common cause" is not just a role to

PHOTOGRAPH BY DAVID EH BAWAAGE
PHOTOGRAPH BY DAVID EH BAWAAGE





TARGET, the U.S. department store, has a huge following among border-hopping shoppers from Canada.

WHY CAN'T I BUY THAT HERE?

We love to spend—so why aren't U.S. brands rushing to Canada?

BY JOHN ENTWISTLE *Next time you're in the mall, ignore, if you can, the larger-than-life supermodel staring back at you from behind the glass at La Senza, the Apple man's high-tech gadgets, and the overpowering Scotts toilet soap from Alberto-Culver & Hatch Amico, focus on whether you're getting everything you really want. Because no matter how all-American everything appears, Canadians continue to miss out on the math major selection of goods and lower prices afforded to our southern neighbours. And it suffices we shop.*

Shopping in a large American mall, say experts, diminishes a Canadian's experience back home. It causes retail envy—the sense that your shopping bag in Canada is half-empty—which can be damaging to the bottom line of Canadian business. In fact, says one that just this knowledge that many of the brands people see advertised on TV are not available to them can affect consumers' geo-

graphical sense of status: "There can be hurt when people go to a mall in Canada and don't find all the brands that they know are out there," says Robert Human, the executive vice-president of Peller's, a Toronto-based upscale research firm. "It affects their purchases from other retailers."

Although an increasing number of U.S. chains have set up in Canada in recent years (just has more, for instance, Foot Locker, another of the top, low-end American clothing stores, operates Canadian flagship stores downtown Toronto), many stay away. In fact, there are dozens of big-name, all-in-American boutiques—including department stores (J.C. Penney, Marsh's and Saks Fifth Avenue), clothing chains (J. Crew, Kenneth Cole and Anthropologie) and personal care shops (Bath & Body Works).

But perhaps no U.S. shopping experience is more revealing than an afternoon at Target. The deep discount department store, with its signs of dirt-cheap designer duds, has a huge following among border-hopping shoppers from Canada. For some hard-core enthusiasts, Target is the only required stop on a day trip to the U.S. (unless of course there's time

to hit another Target across town), but the chain's popularity knows no geographic boundaries and shoppers are apt to make an at-the-border purchase if they can. "If someone goes to Target and then comes back to Canada and shops at Zellers or Wal-Mart they aren't as happy," says Michael Arden, senior partner of J.C. Williams Group, a Toronto-based retail consulting firm. "They become more demanding, less satisfied."

While retail envy is an issue for the budget-conscious us, Arden says that it is even more likely to affect those shopping for luxury goods. "If you're spending \$2,000 on something, you want really what you want," he says. "So if the Chanel store in Toronto doesn't have the same selection as the Chanel store in Paris, you might want to go there."

On both the high and low end of the spectrum, the diminished selection of goods helps to explain why so many Canadians shop on the Internet. In 2005, Canadian adults placed more than \$9 billion orders and spent \$2.9 billion online. And that doesn't even include the consider-if-for-while companies like J.C.rew and Victoria's Secret make it quite easy for Canadians to shop online, for many people logging on will doesn't replace the feeling that comes from knowing that hidden gem in the sale section of your favourite store.

There is certainly an absence of success stories when it comes to American retailers coming to Canada. Many—including Best Buy, Home Depot and the Poetry Barn—have become dominant players in their respective categories. So if we're such an easy target, why aren't more U.S. chains taking a shot?

Especially considering the geographic proximity and cultural similarities between the two countries. It turns out, the list of reasons is long. Some companies determine the move to be too costly, due to Canada's higher taxes and the costs associated with setting up the necessary corporate infrastructure. Other companies worry that Canadian consumers will lose interest in brands that they have only ever to go to—Old Navy, for example, entered the Canadian market in 2006 and great fanfare has not come to call off rapidly.

For others, Canada's small population is a major concern. The concern for high and

medium-end is too much the overall head count, but the size of their target market. That's a problem, says David Gray, of Fresh Line Sales Inc., a Vancouver-based retail consulting firm, because "there are probably as many super wealthy people in Florida as there are in Canada." And there may be bigger and better opportunities in other parts of the world—or perhaps within the U.S. domestic market. Earlier this year, Target announced that their main focus right now is building the brand at home (the company hopes to expand from their current 1,500 American stores to about 2,800 in the U.S. by 2007), and markers beyond borders are beyond.

Much of that, according to entrepreneurs, misses the big picture. "Quite a few major U.S. retailers don't understand the Canadian market," says Human. "They haven't taken the time to look at it or simply underestimate it." Large American chains lacking Canadian exposure may be looking at Canada's existing retail landscape, he says, instead of the "potential for change" that includes them in as well. "It's easy for a company to do a survey of shoppers and find out there aren't enough demand," he says. "It's a very different thing to do a survey that finds out 'if we were here, what would the demand be?'" Of course, others, not wanting to start from scratch, may simply be waiting for the right deal to come along. When Wal-Mart and Best Buy first broke into Canada, they acquired real estate through buyouts, which made the transition a little bit easier.

Many think that Canada is a great testing ground for American companies trying to develop global strategy. And it's not like we don't have money to spend. "The potential is here," says Human. "The level of awareness of U.S. brands in Canada is considerably high." Data, compiled by Peller's, reveals that Canadians rate U.S. retailers higher than Canadian ones when it comes to customer service and overall reliability—so even a chain, without even having been to the country, can raise its profile.

This heightened awareness of the need for leading to another corner of frustration. Often highly buzzed about products are not made available in Canada until months after hitting the shelves in the U.S. Some think

that this exclusive retail strategy is big mistake. "Canadians are very strong early adopters—more so than Americans and Europeans," says Human. "By ignoring Canada early on, you ultimately reduce demand for the product." Human claims that Canadians are better than Americans in getting the word out about new products, which can really pay off for a company trying to introduce a brand. "While Rite Aid Tokyo may seem more glamorous," he says, "Canadians have greater brand-level influence."

That helps to explain why so few U.S. chains are interested in returning to Canada. Often these deep-pocketed multinationals

that can't be sold about most Canadian firms that have tried to south. The list of companies that ended in their efforts to break into the U.S. include Canadian Tire, Mark's Work Wearhouse and Future Shop. Anyreal had a brand available in one major city since Canadian advertisements didn't translate down to Americans. Making things worse is the fact that U.S. retailers are generally considered to be stronger, more innovative companies. "There are a lot of stories of Canadian retailers going south, putting a foot in the water, getting a little burned and heading back," says Gray. "When Americans come to Canada they comment on it. And even if there are problems early on, they invest what they need to make it work. They're more competitive. We call them home. To them, it's just good business."

The compensation—in fact, the mere threat of expansion from the U.S.—is thought to be a factor keeping homegrown retail on shap. "The weak and the unattractive have gone by the wayside in Canada," says Gray. Companies are forced to work harder to secure enough of the market and make coming to Canada not all that诱人 for American retailers. Take, for instance, the Canadian drugstore market. Shoppers Drug Mart and Rexall, among others, have done such a good job cornering the market that American companies don't consider it worth the time.

Most Canadian retail institutions, however, have plenty of room for more players. And the strength of the local market is exemplified by one: Canadian tire, one the border la record sales this summer—up trips that will result in made-in Canada shopping bags and a greater awareness among Canadian consumers of what's missing in malls back home. ■

CANADA'S drugstore market has managed to stave off U.S. competition.



SHOPPING IN U.S. MALLS CREATES RETAIL ENVY—WE FEEL RIPPED OFF BY THE LACK OF CHOICE AT HOME

Identify an underdeveloped market and capitalize on pent-up demand among Canadian consumers, at least in the short term while setting things up. And once that, the competition of American chains often changes the rules of road engagement.



REMEMBER THE FALLEN, ON YOUR OWN TIME
Polly's Country Market in Michigan doesn't take kindly to employees goofing off without punching out on the time clock. So when a produce manager and a clerk passed recently to view a passing 100-car funeral procession honouring a local soldier killed in Iraq, they were fired. "Those two chose not to clock out," Polly's president, Eric Kennedy, said. "The one thing we do feel very strongly is integrity, and we consider this stealing time."

THE MARATHON MAN

John Stanton takes the Running Room on an uphill climb in the U.S.

BY JASON RUMMEL • The concerned president of the Running Room is about 30 minutes into a run along the seawall of Vancouver's Stanley Park when he makes a startling statement: John Stanton, the man who has come to promote healthy living and active lifestyles, feels his success to the world's largest fast-food chain. "McDonald's running," he says. Stanton may not approve of some of the greater items on Mickey D's menu, Sennett adds, but no one can beat them on price and standardization. Now, as the Running Room runs out of room to grow in that country, Stanton must turn his focus to the superseed market of the United States, where many Canadian retailers before him have been lured and split up.

If the owner to McDonald's administration was an addictive French fry, at the Running Room it's the to and fro. Stanton, 39, didn't invent the technique of running at 10-minute intervals, breakes up by one-eighth miles, but he ingrained it in the hundreds of thousands of runners who have been hooked in the world's cities. As such, he took running out of the exclusive realm of the hard core athlete and brought it to the plump masses. Runners of all stripes turn up at his stores several times a week for group runs, and in turn, he lectures on the art of breaking and treating shin splints. They rack up gains of cash for shoes, apparel, and a mind-boggling array of gadgets, from heart rate monitors to GPS enabled watches.

The model he's made Running Room of Canada's future growing home turf: "They've found a niche where no one runs," says John Williams, a retail analyst at Toronto's

WHEN HIS SON GOT HIM TO ENTER A FUN RUN IN THE '80S, STANTON WEIGHED 240 LB. AND SMOKED

mainly in Canada, nearly double from 2001. All told, the chain runs up between 175 million and 200 million a year now. While financial numbers are available, though, because he's so many of his Canadian retail stores, Stanton has obscured the track-and-field line he owns: the company example with his two sons John and Jason, who split out to do management and finance. That's left the multi-headed patriarch to build the brand, in his own image. His face is plastered on promotional materials. He's on the road up to 100 days a year visiting stores and showing up in marathons across the country to pump up runners like some athletic evangelist.

quit smoking, and before long shed 60 lbs. The leadership in his message is a major draw. There was very little on the way of running gear available, when he opened the first Running Room in 1984, in a room of his Edmonton home, selling shirts and providing advice to new runners.

The company now operates 90 stores,

but while all those things have made Running Room a success in Canada, Stanton claims the market up here is mostly saturated. The company has made a grab into the U.S. in and around Minneapolis, but growth there has been slow. The running U.S. market has been a graveyard of ambition for a long line of Canadian retailers who were bigger and better funded than Stanton. Think Canadian Tire, its former Le Chateau. "Canadian retailers have gradually undermined the competitiveness of the American market," says Stanton. "American are

CASHING IN with shirts and gadgets, the chain makes as much as \$100 million at home



WHEN HIS SON GOT HIM TO ENTER A FUN RUN IN THE '80S, STANTON WEIGHED 240 LB. AND SMOKED

mainly in Canada, nearly double from 2001. All told, the chain runs up between 175 million and 200 million a year now. While financial numbers are available, though, because he's so many of his Canadian retail stores, Stanton has obscured the track-and-field line he owns: the company example with his two sons John and Jason, who split out to do management and finance. That's left the multi-headed patriarch to build the brand, in his own image. His face is plastered on promotional materials. He's on the road up to 100 days a year visiting stores and showing up in marathons across the country to pump up runners like some athletic evangelist.

It's tempting to think Stanton's success as a sprinter, but it has all the elements of a marathon. In the early 1980s, Stanton was a vice-president for a financial grocery chain. When his younger son, Jason, wanted to enter a three-kilometer fun run, he asked his father to go along with him. Stanton weighed close to 240 lbs. as the friend was a healthy 160, but figured it would be a cakewalk. Glad it was off jeans, leather shoes and black socks, he read it to the end, but barely. Stanton started running every day,



NEARLY 200 PEOPLE WERE KILLED WHEN AIRBUS 320 CRASHED IN RIO DE JANEIRO LAST WEEK

When nobody's at the controls

The recent crash only highlights the chaos of Brazil's airline industry

BY JAMES VINCENT • A few days after a TAM Airlines Airbus 320 touched down just outside Rio de Janeiro's Congonhas airport and exploded into a geyser of fire, igniting the worst fire since the 1972 disaster, fire-fighters between the city of São Paulo and the United States were called back. Apparently, the radar system managing Brazilian airspace had temporarily shut down.

The long delays caused by the shutdown may have been a minor concern compared to the crash, which took the lives of nearly 200 people, but they're indicative of the deep chaos that has plagued the country's aviation sector since late September, when a Brazilian aircraft crashed into a residential neighborhood in the Araçatuba slums, killing 154.

Since then, the Brazilian aviation authority, whose infrastructure is still largely controlled by the military, seems to be falling apart at the seems. More glaringly, the country's air traffic controllers, who were blamed for the September disaster, have gone on strike to protest the government's ongoing investigation of the investigation into the crash.

part in Rio Branco to ease congestion. "Our aviation system, an update of the conventions we have made in the expansion and modernization of almost all Brazilian airports, is passing through difficulties," he said. He announced several measures, including shorten flights, cargo and executive flights to Congonhas, to ease the pressure.

Although the investigation has just begun, aviation experts say that the Airbus 320 that crashed at Congonhas, Brazil's busiest airport, was too large for the airport's short runway. Last February, a federal judge prohibited the landing of several types of aircraft at the airport, including Fokker 100, Boeing 737-700 and Boeing 737-700.

Despite these safety concerns, there has continued to be relentless pressure from commercial and political sources groups to allow large aircraft to land at the airport, conveniently located in the city's center, and the temporary ban was eventually overturned. Even pilots who had expressed complaints in the past that they had no choice but to land larger aircraft at Congonhas.

"The pilot has to go, it's his job," said Celio Góes Salazar Cançana, director of flight safety for the National Union of Pilots, to a Rio Times reporter last week. "There is no technical problem from the commercial airlines that if you don't land there you are somehow hurting the companies that rely on their revenue from the passengers."

Around the country, the government's critics are demanding that more be done to remedy a chaotic situation. "What exploded at Congonhas was not just the TAM jet and its almost 200 victims, but the credibility of the Brazilian aerospace and aviation," said Celso Ribeiro, the national president of the Order of Brazilian Lawyers in a written press statement after the Congonhas crash. "Ten months ago, the country lost the impact of the worst disaster in its history of civil aviation, an incident which definitely set the tone in the industry, and we completely ignore it."

HOW MANY MORE PEOPLE WILL BE KILLED? CRITICS WANT MORE GOVERNMENT ACCOUNTABILITY

The president of the International Federation of Air Traffic Controllers in Brazil, in an unusually worded statement to the press following the crash in Rio de Janeiro, blamed the Brazilian government's "chasing upgradings" among the Brazilian air traffic controllers instead of "reinforcing the necessary safety oversight and risk assessment to prevent Brazilian aviation from falling into deeper chaos."

In a televised speech last week, Brazilian president Luiz Inácio Lula da Silva promised to get tough on safety and build a new air

PHOTO BY C. H. CARVALHO

Sometimes, it's not easy being Google

BY JASON HIBTY • It's often said that Google's search engine puts all the world's knowledge at its fingertips. So it's no surprise that even enlightened people should be less than blushing to repeat mistakes of the past. Try telling that to the company's overinvested investors, who seem doomed to follow the footprints of their tech investor forefathers.

On Friday, the company released quarterly results that analysts and investors widely panned as "disappointing." How bad were they? Well, the tech giant's revenues seemed up 5% in the second quarter to US\$8.9 billion, while profits jumped 18 per cent to US\$1.1 billion. Gaudy, yes? The rest? Google shares fell seven per cent, while out of US\$1 billion in shareholder value and dragging down the wider market.

This is all very similar to the occasionally abysmal days of the late 1990s tech boom,



NOT EVEN A 28-per-cent profit jump could stave off a stock slide

The Internet was going to change the world, we were told, which justified outlandish expectations on the part of investors. Companies that merely disclosed to us each year were paraded as haggard and ready to interrupt the party and the boomlet left out of the market. It was under Google's CEO Eric Schmidt that consistently played down short-term investor expectations.

Not that Google doesn't see some big hurdles. The company's costs are out of control, forcing it to consider a hasty ban. And Google still makes almost entirely on online advertising for its business, even as reports raise alarm bells over the range in click fraud, where scam artists game the world of online advertising for easy money.

One analyst, Jordan Kerner of RBC Capital Markets, wrote in a report that the latest quarter "screamed as a reminder that Google remains an unconventional company with chronic interior communications misfires and unorthodox decision processes." But there's nothing unique about the expectations of Google investors. History will tell you that. ■

After Bre-X, fears about a new gold rush

BY JASON HIBTY • At a question-and-answer session about the history of mining, samples taken from Southwestern Resources' Bre-X gold project in China, Eric Ziemersch, a mining analyst at Haywood Securities, has found himself nearly everywhere he doesn't want to be—the centre of a scandal some have compared to Enron.

In fact, since December 1995, when the founders of the X were gearing up for what would become the world's largest mining venture, Ziemersch was the sole independent analyst in Vancouver who believed he saw in Henney Mining, Indonesia. He sold a report on the region's geology made it "a elephant country" for big mining ventures. Two years later Bre-X collapsed, in gold discovery a bust.

Vowing not to get burned again, Ziemersch earned a repsonse for taking a wild trip to gold projects around the world to examine his own drill samples for testing. As such, he's been to India and bought back samples to a Vancouver lab. He joined Haywood in January and began coverage of South American miners this month with a Sector One position recommendation.

His timing couldn't have been worse. Southwestern's iron withdrawal to drill results in India, saying it found "deleterious" in its control procedures. Former CEO John Peterson had already resigned. Since the insulation, the company's shares have lost 61 per cent of their value. A class action has been laid against Southwestern on behalf of investors.

The lesson in a research note, Ziemersch and a colleague said, was that they still "can't detect" there is gold in India. (Ziemersch is out of the office and he could not be reached for comment.) But the Haywood analysts also say that they'd either "questioned the competency of management."

The last part stands in stark contrast to what Ziemersch wrote in a 2003 report that outlined the drill downs on grounds that underperformed. Maudlin kudos, for example, might not appreciate the situation of men such as Dick 12 ya ("And they shall love the Lord thy God with all thy heart"). When the story got out, Socio says, "we had an outpouring of support from people who are engaged in their faith." The Maoris took the dolls.

Wal-Mart is visiting any line as a test, not a full-scale rollout, says Socio. "We are trying to be a resource for partners, but also very fun for the kids. Kids are so facile and they always change their minds." Annex R

What a friend Wal-Mart has in Jesus

BY BARBARA HIGTON • For a religious toy maker, getting onto the shelves of the world's biggest retailer must be like dying and going to heaven. So last week, when One Above All, the Valencia, Calif., company that makes such scripture-giving dolls as Jesus, Esther, Moses and Noah, was welcomed by Wal-Mart (21 offers 12,700 U.S. stores, as 27 year old chief executive David Seidur was underwhelmingly chuffed. "We have been really blessed," said the self-described evangelical



AMERICANS spent US\$5 billion last year on religious products

Seidur, who can't help smiling in a little pride with his humility. "The faith aspect is not: I don't: it's 'I'd like to learn,'" he says, adding in the same breath that his 35 different Bible dolls have no competition in America's fairly non-morality, which appears about US\$1 billion in religious products last year, well, God help those who sell them.

To drive up entries, Seidur, who also distributes products as far as the likes of SpongeBob SquarePants and Smurfs, says Mary under another company name, Beverly Hills Teddy Bear Co. says he did "a lot of church visiting," meaning he stayed in at least 7,000 churches and gave away his dolls. The informed goodwill, but it was his son's gift of 4,000 of his Bible dolls that earned him a trumpet blast of free publicity. Initially, the reporter—the Marine Corps Reserve's annual toy drive—named the dolls down on grounds that underperformed. Maudlin kudos, for example, might not appreciate the situation of men such as Dick 12 ya ("And they shall love the Lord thy God with all thy heart"). When the story got out, Socio says, "we had an outpouring of support from people who are engaged in their faith." The Maoris took the dolls.

Photo: AP/WideWorld



PERSONAL ATTENTION from parents is critical to brain development, says one expert

LEARN BABY LEARN!

Brain science is the new battleground in the parents vs. daycare war

BY PETER BRAHMIN TAYLOR • The mysteries of a child's brain have become clearer over the past 20 years, thanks to great leaps in neuroscience. But what governments should do with all that research is still a puzzle.

In June, the Organization for Economic Co-operation and Development released Canada's only existing report on the state of early childhood services in this country, calling it a "patchwork of economic, fragmented services." It would be far preferable, the OECD argued, for Canada to develop a more progressive, universal system. As supporting proof, it cited "evidence related to early development and brain research, concluding that government should give much priority to the early childhood period in its obligation to children." The organization of brain science—handedly by decades-old research on poor black children who showed lifelong benefits to enhanced child care—has led to calls for government suppression of early childhood education in all children after school on an equal footing.

In Canada, the brain science recommends child care as a more-or-less identical with another researcher, Fraser Mustard. His latest report, released this past March, was coauthor Stuart Shanker, director of the Toronto-based Council on Early Child Development, may never have seen the light of day. The government "had failed to act convincingly on the huge



PREVENTING YOUTH LOVING IN TWO-FOUR TIME

Child education officials throughout Ontario are trying to get more and more parents and educators to get more and more involved in their children's education. The province's education ministry has developed a "parenting guide" for parents to use in their homes, specifically during the winter. The only exception will be if students agree to change parents' other math tests. "This way," an official says, "the risk of a young love will be lowered."

body of scientific evidence," Thompson lectures in an interview. Shanks praises Quebec's MTL as a "university daycare as the ideal model." "As a nation we have a duty to recognize the benefits of giving every child the full opportunity for a successful future."

But while the OECD's Scholler agrees there are many political and demographic reasons why child care may be appealing, he says there is no scientific support for the conclusion. "The first few years of a child's life are clearly very important, but you cannot make a direct link from neuroscience to universal child care provision. There is no evidence."

Minutes of research in this way is as the report's first note might suggest. According to Scholler, the best chance in child research is in whatever situation remains in the least areas for the child.

For Canadian opponents of universal daycares, OECD statistics also have research to back them. "It's a terrible idea," says Karen Tamara, a former Toronto secondary school teacher, who has been extrapolating in favour of parental child care in child care, but found fighting the crusading child of the OECD and brain research experts such as Fraser Mustard to be a daunting task. "Now it's clear we shouldn't be having universal daycare arguments on brain science," she says.

Northern Dodge, University of Toronto psychiatrist and author of the current (and unlikely) bestseller on brain anatomy research The Brainwashed Child, argues that what brain science does know is that children do best when they receive large amounts of personal attention from their parents. "Compared to other species, the human brain remains intact long after birth. The long-term bond between parent and child is probably so intense precisely because the child's brain requires much more one-on-one attention to complete its basic structure." The mother-child connection, says Dodge, creates "a warm emotional field" of brain chemicals that fosters learning and healthy brain development. Four instinctive parental actions such as frequent physical contact and games like peek-a-boo serve vital roles in brain building, he adds.

If OME's new research on brain science is sound, then replicating parental roles in institutional settings would seem difficult and largely pointless. None of this is likely to end the battle over national child care, of course, but it may change the weapon used. ■

'HAVING WEIGHED UP THE WARNINGS (ER THE LAST WEEK, I SAY "PHOOEY"—NOTORIOUS IN BRITAIN FOR ILL-CONSIDERED COMMENTS, BOB JOHNSON SEEKS A LONDON MAYORAL CANDIDACY

MANUEL NORIEGA
A FORMER CROPPET
REMAINS IN DEMAND

Everybody wants a piece of the former Panamanian leader. On Sept. 9, Manuel Noriega, who ruled his country for most of the '80s, is due to be released from the Mexican prison where he's spent the past 15 years after being convicted by the U.S. government of drug trafficking, racketeering and money laundering. With both France and Panama trying to extradite him, the 71-year-old Noriega (indicted forapple juice for his complicity) probably won't spend his night soaking up sun eight years ago. France called him of money laundering and sentenced him to 10 years. Noriega will argue that he has practice of terrorism which precludes him doing time across the Atlantic. But things probably won't be any easier down south. Panama wants its former dictator to serve time for ordering the murders of two police officers.



EMILY RAINES
LIVE PATRICK,
LIVE DAUGHTER

What it comes to material and lyrical talent, Emily Raines is certainly her father's daughter. The indie rocker has lesson for framing the Canadian band Metric: released her second solo record this week. What a treat to a Good House! The LP includes songs influenced by her late father, jazz lyricist and poet Paul Raines. The release coincides with the publication of a collection of her father's words, called *Some Carnal Work*. "He managed to encapsulate the beauty and horrore in things in a way that I've never encountered in anyone else," Raines says. She believes her father would enjoy her new record, which is named after one of his poems. "It's not amateurish," she says about the tribute. "It's a celebration."



MICHAEL RASMUSSEN
TOUR DE SCANDALE

It's impossible to separate the yellow jersey from doping allegations at the Tour de France these days. Michael Rasmussen, the Danish cyclist who won-crowned best climber in 2003 and 2006, has had the grueling race since July 15. But he's also faced other battles. He's missed four mandatory drug tests, and last week the Danish cycling federation kicked him off the team's national team, excusing his recent "compromising" 2008 Olympic Games. And the International Cycling Union is scheduled to meet former mountain biker Whitney Richards, who alleges Rasmussen tried to get her to snitch on his doping. Rasmussen has said he's never failed a doping test, but it may be that the cyclist's road ahead consists

to the cloud of scandal that continues to hang over the cycling world's pre-race events.



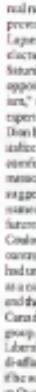
LINDSAY Lohan
THIS BRACELET ISN'T
A GIRL'S BEST FRIEND

Teen-wreck Lindsay Lohan emerged from a 45-day sojourn in a treatment rehab clinic in Malibu, Calif., wearing an unusually lucid accoutre. It seems alcohol monitoring bracelets don't intend to prevent her from staying off the booze. It could have helped avoid accusations of shoplifting and drug-fueled driving charges laid after she crashed SL-65 in Beverly Hills last May. Lohan instead said that she'd turned a corner and showed off the bracelets to photographers after completing treatment. Baby! (Also, she didn't go to her two-week sojourn sans versary in the same hospital of last August, police grilled over an SUV that was being driven another vehicle and said that Lohan was in the driver's seat with cocaine in her pocket. She's been arrested for drunk driving, driving with suspended license and assault on police.



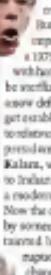
JOCELYN COULON
THE LIBERALS' BOY
WONDER IN QUEBEC

Axious to disprove the ragtag notion that the federal Liberals are foundering in Quebec, party leader Stephen Dion recently presented political punch and high-profile intellectual *Jocelyn Coulon* to showcase his confidence in the National riding of Charlevoix, previously held by Jean Lapierre and where a by-election must be called by Sunday. Coulon, known for his opposition to U.S. "unfriendly acts," is an environmental activist, a former columnist for *Le Droit*. Dion hopes Coulon will help capitalize on Quebec's growing desire to interfere with the Afghanistan mission. Then have even been suggestions that he could be named minister of defence in a future Liberal government. But Coulon's candidacy may confront controversy. If Yale Prof. Canada had urged Dion to recruit Coulon as a candidate, citing his role as the author of *Flame*, which Canada has labelled a terrorist group. Coulon is a trademark Liberal straightforward, and Dion can afford to alienate constituents if he wants to be a credible force in Quebec.



PRATEEKHA PATIL
OLD-FASHIONED,
UNFORTUNATELY

With two thirds of the votes of India's state of Bihar up for grabs this weekend, political parties are crowding with glitz star. They MP *Rekha* Johnson announced that she would seek the Tory nomination for London's 2010 mayoral election. "Having weighed up the options over the last week, I say, 'Phooey,'" he wrote in a column declaring his candidacy. The phoney Olympian, who will seek the chance to square off against Labour incumbent *Ken Livingstone*, is surely the most gaffe-prone politician in Britain. Among the MP's "journalist's dubious facts" fabricating a quote from his own legislation, jeopardizing the much-acclaimed cancer; criticizing the Liverpoolites for walking in nakedness after a resident was killed in Iraq, and calling the city of Portsmouth "too full of drugs, obesity, underachievement, and Labour MPs." Ken Livingstone is probably delighted.



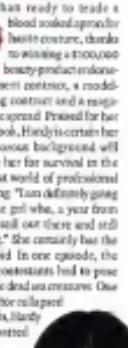
BORIS JOHNSON
GARRY ON
ELTHAMING

British's pundits and political cartoonists are abuzzing with glee star. They MP *Rekha Johnson* announced that she would seek the Tory nomination for London's 2010 mayoral election. "Having weighed up the options over the last week, I say, 'Phooey,'" he wrote in a column declaring his candidacy. The phoney Olympian, who will seek the chance to square off against Labour incumbent *Ken Livingstone*, is surely the most gaffe-prone politician in Britain. Among the MP's "journalist's dubious facts" fabricating a quote from his own legislation, jeopardizing the much-acclaimed cancer; criticizing the Liverpudians for walking in nakedness after a resident was killed in Iraq, and calling the city of Portsmouth "too full of drugs, obesity, underachievement, and Labour MPs." Ken Livingstone is probably delighted.



REBECCA HARDY
THE BLOOD AND GUTS
OF HIGH FASHION

She used to come home from work covered in blood. Now she's MP *Rebecca Johnson* was crowned "Canada's next top model" on the wildly successful reality television series of the same name. At 22, Hardy hopes she's seen the last of a mama-packing job in *Eltham*, Ont. Today, she is more than ready to trade a blood-soaked apron for haute couture, thanks to winning a \$100,000 beauty-practice endorsement contract, a modeling contract, and a magazine spread. Proudest for her ugly look, Hardy is certain her amalgamous background will prepare her for success in the cut-throat world of professional modeling. "I am definitely going to be the girl who, a year from now, is still out there and still working." She certainly has the song-bird. In one episode, the show's contestants had to pose alongside dead creatures. One competitor collapsed in tears, blushing with embarrassment.



THE BACK PAGES

film

Anna Shirley
two paragraphs

books

A killing ending for Harry

taste

Japan meets
street meet

music

Dean Martin,
essence of cool

James

Benefits of being a parent

bazaar

8. *Geographical aspects*

三

Aden Ransch had it give enough lead so it was hard to mount an instant warning he of these blabbering masts could "grab hold of you before you know it." It was his first underwater photographing foray, and his new bride, Dorothy Ransch, had come to see him in whales. He was diving in the waters of Admiralty Inlet, northward, and, when the tides stayed high, of the water he didn't want to stay, plus Valdez usually dumped thousands from the anchorage. But Ransch went in despite no clean boats, and the submarine hatchboard scraped on reefs. He tightly held them, took their breaths, and then took the flesh right out of their bones. "It was the most awful time I ever had," he said. "This could happen to any of us if we went north. And that's why we pay attention to these stories."

ON THIN ICE

A new film about a polar bear and a walrus facing global warming treads a slippery line between fact and fantasy

BY BRIAN B. JOHNSON

they are breaking a *domestic taboo*." In a documentary narrated by *Barack Obama*, he adds, "you do not understand anything. But we're not worried about that, because the findings and images we didn't make them up like in a animated film. That's the exact way it is documented. These are the exact qualities of polar bears and walruses that we've seen." Picking up where *March of the Penguins* left off, he adds, "We wanted to show that gorilla with a two-chance story builded by real observation and builded by science, why we could."

Between Lévi-Strauss's narration, which invests a polar bear family with the fuzzy emanations of *Leave it to Beaver*, and a soundtrack that choreographs walrus courtship to *Highway 49*—Are Family, the film evidently appears to ascribe our human traits to animal behavior. "But there's not as much anthropomorphism as there is in the book," says *Highway 49* director Michael Apted. "It's more a sense of the animals being like us."

and poses a new challenge to the Inuit, says Ravach. Pointing to the tight-knit family bonds in walrus herds, Ravach cites a scene in which a walrus dubbed Aswme makes his life to save a young calf from a polar bear. "People are beginning to feel that walruses have feelings and names, and have this remarkable devotion. The fabulous qualities of these animals remind us of ourselves, but we're so disconnected from the natural world, that when we see something like this, we're shocked."

To find a precedent for *Arctic Tale*, the filmmakers point to the Disney wildlife adventure movies of the 1990s. The key difference is that Disney would use a documentary team to shoot the footage, which would be collated

THE POLAR bear's the star, but the filmmakers found the arctic more interesting.

about that." The characters, he will elaborate, "are narrative constructs imposed by something outside the story and I control."

So is the movie documentary or fiction? "It's a hybrid," she says. "We're calling it a *satellite documentary*."

"We're blurring the lines," adds Ravetch. "We're obviously trying to reach a large audience and be emotional. We're not afraid of

By taking a poetic license that would make Michael Moore blush, the filmmakers realize

documentary film critic. As a man viewer, even a potted film critic, might慷慨地 believe that the movie's main characters Nana and Seta, actually know—that the filmmakers somehow encoded those same messages into the film. What was the first suggestion that when asked how they'd had the French respond with the angular and acrobatic film? "It's a bit like when you're in a lift and you're going up, and the rabbit gets into the hat."

1687



COUNTS ONE AND ALL: STEPHEN, Claus von Bülow, Gottfried von Bismarck (far left) only a name and title with a great-great grandfather Otto

Down for the count went Bismarck

Today, Dracula would be an A-list celeb, since a breath of scandal only adds to a count's allure

BY ROBINEE MILLER • What's in a name? Nothing, says red Shakespeare and German state. It's not a pun in a pun. Not anymore. These days, a well-known name is raked gold, an opportunity for a gossip-baagy press to idle, other playboy Count Gottfried von Bismarck little and achieved less. Still, he made the cover pages of the tabloids when he died.

(Gasp! Officers! low-brow names are simplicity itself. In history, Gottfried's greatest grandfather, Count Otto, made Count Bismarck one of the corner of the earth. Once bosteader Europe like a vulture, feigning adoration Germany from a perch-and-a-decline and principality in a forest of blood and war, and became emperor to his record. How can a descendant equal that?)

Young Gottfried could play the Prussian Junker when he chose, greeting women with a kiss on the hand and shelling men with a clack of his heels. But old Otto would have reckoned for his herosity. If he'd seen The Rudy Horner/Penny Marshall of Gottfried's life, the black spuds and women's dresses, the former right and leather chaps, the face-blop banterousness and blithing pattern of carnation and excess.

In the wildness of his overlife, Gottfried was something of an angel of death. One Oxford friend, fellow student Olivia Churchill, died on his bed in 1986 after rising heroin and alcohol. Twenty years later, another party girl, 18 year-old Anthony Coxey, fell to his death from Gottfried's penthouse apartment during a gay orgy.

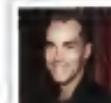
With excess like these, Gottfried fulfilled every tabloid desire to keep the readers in a perpetual froth of outraged mauls. He also mimicked the mil-eupa's love of black and

white by widening the gulf between him and his fluctuating moniker between the bush warrior and the sovereign queen, between the "Iron Chancellor" and the man of straw. But who'd have cared if they'd been called Robertson, Kowalski or Yip? Only that name lent luster to Gottfried's grace.

The title, too. Celebs begin with royalty, nobility and aristocracy, and a past traced like queen madre "Victoria," one of the best known royal names in the world. The world still loves a lad, but in sales go, "counts" are the worst. Non-existent in the English accuracy, it carries a fatal whiff of the corner not the rendering. It conjures up puffed moustaches and two-ton shoes, shades of the inner European smoothies who have aspired and terrorized North American since the days of Henry Jones. The title of our stoutheart says it all: Count. Friends.

Today, Dracula would be an A-list celeb, since a breath of scandal only adds a title's allure. Count Otto, too, was convinced of attempting to murder his stepbrother, Willy, Stuett, and escaped at a second trial. While disgraced over Stuett's command, the now incarcerated tyro Jean of the count's black bag, was below-moved to London and picked up his life. Can we wish he did? Retained his social position, that is. Of course a title helps. Even if it's Claus, a places the

best names are those that make for themselves. The simpler the better: the obblisks above the sunburst megarace, the clang of authority not relayed by handles like Elton and Madonna, even the famous Paul and Ringo. Titles too can be easily snatched when another railed his audience, but now talent calls the shots. The mysterious tales of what Donald Rumsfeld called "old Europe" may now be banal. Bureaucrats laugh at Count Duke, Duke Ellington or Earl Hines. □



HELLO! UK

CALUM BEST

The U.K. model's mother, Angie Best, is used to being Calum's punching bag, getting out of hand. Angie's no stranger to wild men: Calum's dad was the late hard-boiling soccer star, George Best. Calum was visiting Lindsay Lohan, so Angie suggested a better girl: Courtney Love, who's owned Bestfield. Angie says Love would keep her boy out of trouble. Plus he's available. Calum's thanked Lohan for being boring when she's sober. When she's sober.

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EXTRAORDINARY COVERAGE.



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GET INSIDE WEEK AFTER WEEK



CUSTOMERS LINE UP in London to buy Boots' No. 7 Radiant & Renew Beauty Serum. At one store, a woman bought out the entire stock.

The Harry Potter of miracle creams

An anti-aging serum is causing near-riots in Britain. It's coming to Canada mid-August.

BY PATRICIA STRELL • Last Wednesday, hundreds of women gathered in, outside and lining up to line up for hours at a New York City CVS pharmacy. They were there for one reason: to buy a tube of Boots' No. 7 Radiant & Renew Beauty Serum. By noon, the store was sold out at full \$90 mds. Customers north of the border will have to wait a little longer—the serum will hit in Canada for the skincare beauty sensation, which sold out in Britain. While all the buzz has been in Canada, as well as hundreds of thousands of women, see the cream's actuality—whether the effects of aging, such as wrinkles and sun damage, and skin results from using the over the counter lotion are similar to the proven prescription-only remedies of retinol acid, such as Retin-A.

The frenzy started on March 27 when in a episode of the BBC science series *Horizon* looked at beauty products that actually deliver what they promise. The host took the Boots product to Dr. Gitta Griffeth, a dermatology expert and professor at the University of Manchester for analysis. On the show, Griffeth announced the surprising results of her lab test: "At both human and animal levels, Boots' No. 7 Protect & Perfect (the British name) has been shown statistically to repair photo-aged skin and improve fine wrinkles associated with photaging." The test showed that the cream, first introduced in 1997 when Boots introduced its classic No. 7 beauty line, stimulated the production of fibroblasts, a process associated with the creation of collagen and elastin. Volunteer tests reported improvements in wrinkle depth.

For women fed up with anti-aging hype, the skincare endorsement was good as gold. The cream's online stock sold out that evening and the very next day, women in

Britain lined to Boots stores across Britain to get the \$35.00 miracle cream. There was a near riot in Yorkleterre when one woman bought out a store's entire supply. By the end of the day, Boots was completely sold out. One industry spokesperson called it "the Harry Potter of the skincare world."

By early May, when more than 100,000 British customers were buying boots' skincare line, the company announced an other product to concentrate on: In magical creams, the wizards was had with a sudden cold shudder. A BBC radio show, *You and Yours*, discovered that Boots had paid for the scientific study. On the program, Griffeth, the dermatological expert, assured the strong no-scientific evidence of its proven prescription-only remedies.

Is Boots & Renew actually better than any of the other anti-aging potions in stores? Novel M. Saito, a Toronto cosmetic dermatologist, is skeptical. "It was so great," she says, "but wasn't everyone using it before the study, before the results?" Her points to a recent *Canadian* *Academy* study comprising anti-aging creams regimen that determined they made little difference. (The best was Clairol *Regenerist* [169]) while the second La Prairie Cellular [159] was stuck at No. 8.) Saito doesn't have a problem trying the cream: "How do I know it works when thousands of people go back to my store?"

The British hype is the reason Shoppers Drug Mart, the exclusive Canadian distributor of the product, doesn't have any stock. When Shoppers launched the Boots products in an upsurge of its 1,000 stores this spring, it didn't order much of the serum, joined at

PLAYSTATION 3

WHAT THEY GOT FOR IT: A woman who bought a PlayStation 3 video game player on eBay for their 10-year-old son received excellent value for the \$300 they spent on it. The game console arrived in a cardboard box, the carton also mysteriously contained about \$84,400 in euro notes. Police are investigating, but if the money remains unclaimed it may become the rightful property of the lucky winner.



PHOTO: MICHAEL WOOD/CONTACT IMAGES

Our secret: a cushy, soft layer of Burt Bacharach



SCOTT FISCHUK
Hasbro, a Swedish company that has been advertising in American magazines to promote its top-of-the-line mattresses, which retails for US\$19,995. It is just one of several manufacturers trying to capture an rapidly growing market for luxury mattresses—New York Times

Good day, sir, and madam! Please, do come in. Welcome to my humble shop. By all means—name, age, gender, experience of that we have to offer!

What's that phrase? Yes, how clever if you to on me—audio friendly! I have only the use in listening to my showers. There is no room for that I believe there is only one mistress that worthy of your consideration.

I will tell you more about it, I will tell all—but let us not be vulgar and rash. You seem to be a couple possessed of discerning aesthetics. Surely then you have been to visit my so-called compensation? I thought you did! Of course. Magnificent! It's expected as such! Those two are surely the who's-who that you are? You also sampled the \$12,000 mattresses made by Tempur-Pedic! How wonderful! I do hope you'll forgive the manner in which, at the mere mention of that company's name, I should feel immediately and then up to my mouth.

The Tempur-Pedic! Tell me, has your spine recovered? I can recommend a chiro practice—and perhaps a hygienist to reduce your mind of the burden of such a giddy manner?

Not you are so brave. Tell me the favorite of your experiences to date has been the—yes, naturally, the Hasbro. I'll admit it is something of a sensible option for a high-end mattress consumer. They got the shape right—rightangle. I see it as the kind of mattress you'd bring along on a camping trip or perhaps a disposal release. I, for one, what the *Salomon* is Has-

so actually cushion? They pride themselves in craftsmanship and precision?

Brace! I'm so sorry, sir! I looked out and struck out of bounds. Please, I am powerless to control myself when confronted by such guardrails unattractive! And I stand apologize, sir. Here, look, I'm your north

Please, let us continue.

Hasten—she offer such that signature mattress a layer of leather, do they not? of memory foam, they know that the horse has a long, and that it has first been cleaned and the topsoil. *Assoual!* How wonderful—if you want all your dreams to take place in 1979 and feature the lead singer of Wham!



Can you put a price on a good night's sleep? Yes, you can. And that price is \$120,000.

Allow me to introduce you, at long last, to the *Superstar Super-Patented Ultra-Mega-Comfort* 2000. Touch it! Feel it! See, I invite you to lie down upon it—on fact, I insist. Get fully whisked away. No-one will mind. Let me dim the lights and do the curtains and turn on video-cassette *Blah!* I'm holding, up. Unless you—no, of course not.

Forget the person down home. Close your eyes now and experience a degree of mentalness that only you—one song three full inches of unicorn cream—made softer than horsehair, and for mere psychological. We keep the analysis in a causal out back and harvest the herbs as needed. *What's this, valerie?* You don't see any unicorn! I apologize—I take it then that you yourself have never been enchanted by a unicorn? No! *Really* anything then to your eyes, the cream makes look like a wave land of our trees and doggies.

The cream has now strip a pregnancy form that is hand-enclosed one atop at a

time by a molecular scientist, who the mothers have been dipped in 22-karat gold—for an unparalleled level of luxury and sophistication. But it is what's top of the line that truly sets the *Superstar* apart. You'll find no other thermometer—a milky, cushiony layer of Burt Bacharach.

What's that? She, the famed songwriter is still alive and quite comfortable—her return, before her, nothing but unison hair! If Mr. Bacharach sensed you'll still smile after seven minutes in bed, he will compose and perform an original lullaby to send you off to sleepy time.

Say again? You just heard Mr. Bacharach's songs, "Help! Help! Get Me out of Here!" Oh, he's been working on that song for awhile

now. A wonderful little sleep about his marriage to Circle Boyer Sage. Please, come this way.

Se, weasle the *Superstar* 1600 in while more expensive than your in-guitar overpriced guitars. But then not longer if you spend one third of your lives in bed—close to half! You're Charlie Sheen—and really, can you put a price on what a good night's sleep is worth? Yes, you can. And that price is \$130,000. But think of it that way—by causing what a *Hasbro* costs, the *Superstar* must be twice as good and worth twice as much.

You take one *Spinalid*. An Edam up the ankle, let me leave you a thought—if you spend a third of your life in bed, but you spend more than that using on your backside. Can I tell you that an \$80,000 chair?!

ON THE WEB: For Scott Fischuk's take on the news of the day visit his blog www.mashable.com/fischuk.

NATHANIEL WAI-KIT SHAIR

1185-2007

A software engineer with a strong Christian faith,
he loved gadgets, robots and soaps

Neshewi: Wet Kit Shue was born in Calgary on March 23, 1943, a son following two daughters, Ardene and Joni. Tony and Marni Shue, who run a photo developing shop, still enjoy in summing the first few. Neshewi, "God's gift" in Hebrew, reflected their evangelical faith, and Walks—"wandering does fit need detail"—the couple's Chinese heritage and their hope for their son. A happy baby, Neshewi was spoiled in early life by a household of women. His aunts Delphine and grandmother Kari Chit lived with the family, filling the house with a mixture of Canadian and English.

Even in a classroom he was unequalled. Nathan peppered Franklin Wong, an uncle, with "questions I wouldn't expect at that young age," he says. How went uncle's work, classes and exams? It was Nathan's interest—and a passion for Andrus, an aunt, that some—whom he expected to be hostile models—"I thought him really cool until he started grade school, when he became the bane of any assembly," laughs Andrus. But beyond standard rivalries—Nathan was an Grade 1 when Andrus entered Grade 5, and both believed they knew all—the siblings were loving, helping. Legs. Legs. Legs. Together they organized 200 costumes. Always ritually dressed, Nathan normally donned his own costume.

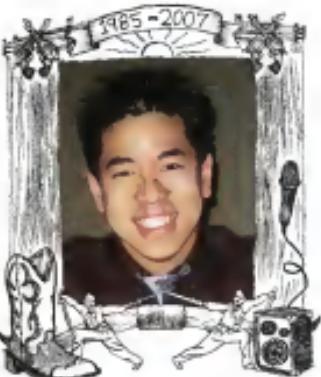
Mathan excelled in math, though his science, with whom he was often compared, made him grumpy. Mathan's days were full: he received Royal Conservatory examinations piano, eventually achieving Grade 8 level; studied math at Karmen, and at the local Canadian school each week. But computers and other games, all kept nearby in his bedroom, were his passion. He revelled on trips to Hong Kong in his pajamas, buying the latest releases and laughing in Cantonese, for deals as he jostled with merchants. Software programming was a natural skill, after finishing high school and securing scholarships, he started a software company.

Despite his aptitude for electronics, Nielsen, with his spiky hair and easy Cheshire grin, had a talent for people. "He'd never you needed somebody to talk to—he was there," says Philip Cho, a past high friend. "He was a really good listener." Michael Koen, who last year hired Nielsen as a co-op student at X1 Technologies, a small Culver City firm, also needs the credit. "He's a software developer. It's

poetry race," he says. "Just by the nature of our jobs we tend to be a fool, kind of *distant*." Nathan was different: "He would ask me, 'How are you doing?'—and he'd really be curious."

That attitude, friends say, came from his natural Born-and-a-growing sense of purpose at the South Calgary Chinese Evangelical Free Church, where he ran the congregation's computer systems and, later, gave up his weekends to install a server. A anti-speaker leader, he helped to plan a fellowship group for laymen on Fridays and, on Sunday, taught kids the Bible. To Nathan, the golden rule was no passive action—doing more often means performing active service. For those in need. For years he was a What-Would-Jesus-Do? kindred-spirit who took seriously “the command to be a role model,” says his friend Albert Tsai, who recall Nathan in gauntlet-wear through the mess of preschool young Chinese can do. Though quiet, he could also be fiery. “He’s not loud,” says Pastor Alton Law. “If something was wrong, he’d let you know.” Yet for others—a research member—Nathan’s faith based on friendship or friendship. “He didn’t force it,” he says.

This month, Nathan's home at 31 Technologian, where he developed a crucial software, offered him a job upon graduation. Nathan accepted. But on July 12, at the company's biannual party, Nathan was asked to operate a robotic base that ejects a mechanical calf for lessons. Late in the day, a spring-loaded mech arm snapped back, cutting him in the head. Nathan died July 13 at 23.



End. Nodules end July 13



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